



Consumer Behavior & Strategy

MTKG 3221 – Spring 2017 | TR 8:00 - 9:15 AM | Friday 132

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Course Description:

Businesses spend an enormous amount of time, money, and other resources on monitoring, predicting, understanding, and influencing the behavior of consumers. Their success depends on convincing consumers to use their products and services rather than competitors' offerings. This course provides a contemporary, strategic approach to consumer behavior.

Throughout the course, students will examine cutting-edge examples of how key concepts and theories can be applied to company, brand, and organizational decisions. This course will also have a heavy emphasis on knowledge of content, application of learnings and in-class participation. Students will learn how marketing managers use their research-based knowledge to reach consumers more efficiently and to create more effective segmentation, positioning, and branding strategies.

Course Format:

The course will combine lectures, in-class exercises, guest speakers, **student participation**, and class discussion. We will use many different materials in this course to illustrate consumer behavior phenomena and to get you thinking about managerial implications of those findings. It is important that everyone comes to class prepared. The level and success of the discussions depends on the willingness and ability of everyone to participate actively.

Course Materials:

- Consumer Behavior: Buying, Having, and Being, 12th Edition, Solomon, Michael ISBN-13: 978-0-13-412993-8
- **MyMarketingLab will be required**
- Why We Buy by Paco Underhill, ISBN-13 978-1-4165-9524-3
- Case Studies will be shared throughout semester

Assignments & Grading

Throughout the semester, there will be exams as well as a research project and class participation. The assignments and their associated weights are listed here:

Exams (50%)

1st Exam	200
2nd Exam	200
3rd Exam	100

Team Project (30%)

Project Content	150
Team Presentation	100
Individual Contribution Adjustment Factor*	50

Class Participation (20%) 200

There will be different means of tracking class participation - in class surveys, assignments, sign-in sheets, etc. in no particular order or pattern.

Total Points 1000

** Applied at the end of the project, based on team assessment of each individual's contribution*



All grades will be posted on Canvas. Final grades will be calculated based on the total number of points earned for each assignment. Importantly, the grades reflected on Canvas represent the percentage on that particular assignment, but do not reflect a weighted grade. If you need help in calculating your current grade at any point in the semester, please see me.

Note that at the end of the semester, each individual's contribution to the team project will be assessed and points for the team project may be adjusted downward if an individual did not contribute his/her fair share. The final letter grades will be determined as follows:

Total Points	Final Grade
900-1000	A
800-899	B
700-799	C
600-699	D
599 and below	F

Overview of Course Assignments

Individual assignments

In Class Exams (500 pts)

- This quiz will be conducted in class. You will be required to analyze and interpret survey data using SPSS. This is designed to consolidate your learning of the basic data analyses and interpretation for decision making.

Team Research Project (300 pts)

- In this assignment, you will be asked to form groups of 4 to 5 members. You will be working in these groups for the group project. If necessary, you will be asked to evaluate the participation of each team member in your group for the group assignments.

Class Participation (200 pts)

- Your attendance and active participation in class discussions is critical. Class participation means coming to class prepared to discuss the topics being addressed, your ability to raise and answer questions, to bring up and articulate ideas or insights, and to build upon the ideas of others. Importantly, bonus points for outstanding participation may be awarded to the students at the discretion of the professor.

Team Research Project & Case Studies

Throughout the course, you will work on small teams (approx. 5 per team) to complete a comprehensive research project. (While project topics will be provided, your team also has the option of completing research on a topic of your choice.) When thinking about a project, choose a topic/client that your team will be excited about and you have a working knowledge of the basics of the industry or concept.

Team Content (150 pts)

- Here your team will complete a "marketing plan" for a product. Your team should produce both a formal written report, as well as a powerpoint presentation that will be presented in class. More direction will be provided in the semester.

Team Presentation (100 pts)

- Concept will be discussed in class. There are going to be many opportunities to present in class, don't be nervous you will **NOT** be judged on your oratorical skills but you will be evaluated if you don't participate in this important skill that everyone needs to develop.

Individual Contribution (50 pts)

- Your teammates will have the ability to share their positive or negative experience working with you. As you progress throughout your career being an effective team player will be critical to your success.

Importantly, while there will be an overall group grade on each assignment, ***your individual grade at the end of the course may be adjusted based on your team members' assessment of your contribution.*** The adjustment methodology will be described in detail on the team contribution spreadsheet, issued separately.

Project Description:

Each group is to develop a marketing plan and presentation for the (re)launch of a product in a competitive market.

Suggested Topics for Course Project:

The following topics are *suggestions only*. You are free to pick any markets/topics of interest as long as it identifies an **area of potential opportunity that consumers can respond to (if different than below please discuss the idea with me be starting).**

Consider the following:

1. Online transportation network (i.e UBER)
2. Introducing a new social dating site designed to target 40+ individuals
3. Technology that provides interface between the computer & TV set (i.e. Apple TV, ROKU or Chromecast)
4. Good tasting beer or wine targeting calorie conscious individuals
5. Premium automobile targeting cost conscious individuals (i.e. BMW 1-series, Mini-Cooper)
6. Customized men's casual clothing (i.e. MTailor, ethnic differences)
7. Educational tool for children from 6-15 years old (i.e online Kumon)
8. A new version of a smart phone for pre-tweens (those between 9-12 years old)
9. Repositioning Food Lion to compete with Whole Foods, HT, Lowes, Trader Joes
10. Repositioning Levi's as a trendier line of jeans targeted to younger consumers
11. Repositioning Talbots to younger consumers
12. Daily release of magazine content (Time, Newsweek, People) to attract internet savvy readers

Class Policies:

It is important that you read and adhere to the following guidelines, as failure to do so will impact your grade.

- **Promptness:** To minimize disruptions, do not come late or leave early. If you must, let me know in advance.

- **E-Mail:** When sending me an email (ccarte90@uncc.edu), please include “MKTG 3221” in the subject heading. I have a filter that will allow me to give priority to your emails. This is also the best way to contact me with any questions or feedback.
- **Unless prior approval has been received**, a late assignment will be deducted **a full letter grade for each day it is late**, up to 3 days. **After 3 days, late assignments will not be accepted and a zero will be given.**
- All relevant course communications will be posted on Canvas. **If you are missing a grade for a particular assignment that you believe you have handed in (with documentation), contact me immediately.**

Course Outline:

The outline provided below provides a preliminary guide to the course organization. It is **subject to change based upon the addition of case studies and guest speakers** and other relevant events.

Date	Topic	Course Pack Reading	Event/Due
Week 1	Introduction/Overview of Course		
Week 1	Foundations of Consumer Behavior & Honda Case Study	CB: Chapter 1 Honda's Asimo Case	
Week 2	The Science of Shopping	WWB: Chapters 1 & 2	
Week 2	Consumer & Social Well-Being	CB: Chapter 2 P&G / Patagonia Case	
Week 3	The Mechanics of Shopping Team Research Project Discussion	WWB: Chapters 3 & 4	
Week 3	The Stages of Perception	CB: Chapter 3 Subway Advertising	
Week 4	The Mechanics of Shopping Team Project Time	WWB: Chapters 5 & 6	
Week 4	Learning and Memory	CB: Chapter 4 Avatars & Virtual Sheep	
Week 5	The Mechanics of Shopping Team Project Time	WWB: Chapter 7	
Week 5	Motivation & Affect	CB: Chapter 5 Rolex vs. Apple	
Week 6	Review Team Project Time		
Week 6	1st Exam		
Week 8	Mind, Gender & Body	CB: Chapter 6 The Plus Size Wave	
Week 8	Shop Like a Man??? Team Project Time	WWB Chapter 8	
Week 9	No Class	CB: Chapter 7 Are you Parrott Head?	
Week 9	What Women Want??? Team Project Time	WWB: Chapter 9	

Week 10	Attitudes & Persuasive Communications	CB: Chapter 7 & 8 Parrot Head & A Bad Hair Day	
Week 10	If you can read this you are too young & Kids - Project Time	WWB: Chapter 10 & 11	
Week 11	Decision Making	CB: Chapter 9 Tesla Motors	
Week 11	Buying, Using & Disposing Project Time	CB: Chapter 10 Furnishing can be an Experience	
Week 12	2nd Exam		
Week 12	Sensual Shopper & The Big Three Project Time	WWB: Chapter 12 & 13	
Week 13	Groups & Social Media	CB: Chapter 11 Power of Bad Reviews	
Week 13	Time & Cash/Wrap Blues, Magic Acts Project Time	WWB: Chapter 14,15, 16	
Week 14	Income & Social Class	CB: Chapter 12 Success at the Bottom	
Week 14	The Internet, Come Fly w/ Me, Windows Project Time	WWB: Chapter 16,18,19	
Week 15	Project Time	CB: Chapter 13 Wells & Same Sex Marriage	
Week 15	Happy Thanksgiving		
Week 16	Culture Project Time	CB: Chapter 13 Wells & Same Sex Marriage CB: Chapter 14 Ikea on Steroids	
Week 16	Team Project Presentations		PPT/Keynote & write-up due day of Presentation

Week 17	Team Project Presentations		PPT/Keynote & write-up due day of Presentation
Week 17	Team Project Presentations		PPT/Keynote & write-up due day of Presentation
Week 18	3rd Exam		

Academic Integrity:

All students have the responsibility to know and observe the requirements of The UNCC Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office or online at <http://www.uncc.edu/policystate/ps-105.html>. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

Belk College of Business Statement on Diversity:

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.