

**The University of North Carolina
College of Business**

**MBAD 6271: CONSUMER BEHAVIOR & STRATEGY
Fall 2018**

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| Professor: | Dr. Aekyoung (Amy) Kim |
| Office: | Friday Building 250C |
| Email: | akim15@uncc.edu |
| Office Hours: | W 2:00 PM – 5:00 PM and by appointment |
| Lecture: | M 5:30 PM – 8:15 PM Center City 902 |

Course Materials:

- Course materials will be posted to the course website or distributed in class. Some handouts will be distributed only in class. Lecture notes posted on the course website will not have complete information; you will need to attend class and take additional notes.
- *Textbook:* Hoyer, Wayne D., Deborah J. MacInnis, and Rik Pieters, Consumer Behavior, 7th Edition.

Course Description:

Marketing begins and ends with consumers – from determining consumers’ wants and needs to providing consumer satisfaction. As such, a clear understanding of consumer behavior is critical in successfully managing the marketing function. The purpose of this course is to introduce you to the study of consumer behavior. Emphasis will be given to understanding the psychological basis of consumer behavior within its social context. We will explore how and why consumers (including ourselves) behave the way that they do and ways in which we, as marketers, are better able to predict and influence behavior.

Course Objectives:

1. To understand the concepts, theories, principles, and practice in consumer behavior.
2. To develop your abilities to apply consumer behavior concepts to marketing problems and make appropriate marketing decisions as a marketer.
3. To become a more knowledgeable consumer, understanding how consumer behavior principles may affect your own behavior.

Classroom Conduct:

This course should be exciting, challenging, and fun for everyone. In order to encourage this process there are certain rules about your conduct in the classroom.

- **Come to class on time.** It is extremely disrespectful to show up late on a constant basis or leave early. Do not arrive late, leave early, or take breaks mid-class.
- **Turn off your cell phones and other electronic devices before class begins.** *You are NOT allowed to use cell phones, tablets or laptop computers in class.* It will interfere with the learning environment for everyone. I do not want you to be texting, listening to music, surfing the net, or checking your emails or facebook.
- **Be prepared to actively participate.** The classroom is not the place to sleep, chat with classmates, do crossword puzzles, work on other course assignments, etc.
- **Be respectful when your classmates are speaking** – carefully listen to what they have to say. It is extremely important to remember to respect each other’s opinions and to keep an open discussion environment.

Grading:

An individual's course grade will be determined by work on exams, assignments, Topic of the Day presentation, a short research project paper, in-class participation, and marketing research participation as follows:

| <u>Requirement</u> | <u>Weight</u> |
|--|---------------|
| Exam #1 | 15% |
| Exam #2 | 15% |
| Exam #3 | 15% |
| In-Class Participation (Attendance, Discussions, and Class Activities) | 10% |
| Research Projects | 15% |
| Field Consulting Report | 10% |
| Consumer Insights | 5% |
| Topic of the Day Presentation | 5% |
| Individual Assignments | 10% |
| <hr/> Total | <hr/> 100% |

All requests for paper or exam re-grades must be submitted in writing **within one week** of the time the grade was announced. This holds for ALL types of re-grade requests. Note that I am not in the habit of changing grades unless I've made a math error. I reserve the right to re-grade the entire contents of any submitted assignment. Your grade may go up or down. The instructors will discuss grades only in person (and not via telephone or e-mail) and only with the student (not with parents, etc.); student e-mails other than related to the class may not be answered by the instructors.

Grading Scale:

| | | | | | |
|----------|----|----------|----|----------|---|
| 97-100% | A+ | 83-86.9% | B | 60-69.9% | D |
| 93-96.9% | A | 80-82.9% | B- | 0-59.9% | F |
| 90-92.9% | A- | 77-79.9% | C+ | | |
| 87-89.9% | B+ | 70-76.9% | C | | |

In-Class Participation (Attendance, Discussions, and Class Activities):

Attendance and participation are very important in creating a class environment that is both interesting and meaningful to the student. You should attend class regularly and be on time. *Attendance is taken at the beginning of each class.* If you are out of town for a university approved activity (e.g., with a sports team), please let me know before your anticipated absence in writing. If you miss class, you are responsible for getting announcements and notes from your fellow students.

Your willingness to participate in class discussions, ask and answer questions, and share your experiences on the topic at hand will add to the richness of everyone's learning. This means you should be fully-engaged when you are in class. Each of you can improve the quality of the course by sharing your own insights from the readings and observations in the real world. Your comments will be evaluated based on quality, not quantity. If your behavior is disruptive to the learning environment of other students, your participation grade will be negatively affected and I may ask you to leave.

To encourage participation and attendance, I will periodically (and at random) conduct mini in-class written assignments (including individual or group exercises). These will ask you to reflect upon an event that highlights some aspect of consumer behavior or ask you to answer a series of questions about a consumer behavior topic. We'll then have a discussion of the topic. Grading is pass/fail on the Class Activities. There are no make-ups for Class Activities. If a class activity was conducted in class and you arrive after the papers were collected, there is no recourse. Attendance, participation in discussions, and any Class Activities will count toward your class participation grade.

Grading Scale for Class Participation:

- 0 – Absent or late to class
- 5 – Present but does not participate
- 6 – Participates with basic information such as case facts
- 7 – Offers an opinion or asks/answers a basic question
- 8 – Engages in a meaningful discussion with other members of the class
- 9 – Shares an analysis using data or evidence from the case or reading
- 10 – Provides insight or asks a question that is instrumental in advancing understanding

Exams:

Three in-class exams will be given throughout the course. The exams will not be directly cumulative but knowledge of earlier material may be expected. The questions on the exams will mostly be from the class lecture and discussion; as such, missing classes will affect your grade. Because you will need to be able to apply what you have learned in this class in your career, many of the questions on the exam will emphasize an application of the material learned. All exams must be taken in class at the scheduled time. Barring a valid EMERGENCY, you **MUST** be here on those dates or you will receive a zero (0). If you have an emergency situation or an official test conflict (e.g., University approved activity), you must notify me immediately and provide a documented excuse. In the rare event that a make-up test is needed, it will be held beforehand and can be offered in different formats (e.g., an all-essay format) to ensure academic integrity.

Individual Assignments:

There will be several (out-of-class) assignments as outlined in the syllabus; details will be given in class when it gets closer to the due date for each assignment. Grading is pass/fail on the assignments. Note that all written assignments, except for those completed in class, must be typed. Any assignment which is not typed will receive a maximum of half-credit. Any written assignment must be uploaded on Canvas by the beginning of the class on the day it is due. Assignments submitted after they are due will receive a maximum of half-credit. Assignments will not be accepted for credit more than one week after the initial due date. You must come to class ready to discuss the assignment on the due date.

Consumer Insights:

You will be required to provide examples for the topics covered in the class date. To do so, go through the assigned reading and/or slides for class and write 2 or 3 sentences about how an example (e.g., an ad, personal experience, etc.) is related to the topic for the day. For instance, you can analyze an ad or personal experience and discuss how it demonstrates or relates to the topic to be discussed in class. Examples must be submitted on Canvas before class on the day the topic is discussed. Submissions will be graded on a pass/fail basis. No late submissions will be accepted.

Topic of the Day Presentation (TDP):

On each date on the course schedule for which “Topic of the Day Presentations (TDP)” is indicated, one (or two) student will be responsible for presenting information to the class from a recent (2017 and on **ONLY**, preferably 2018) article related to the material that will be covered in class on that day. Your presentations, which should be about 5-10 minutes, are designed to enhance student learning and involvement through the application of class materials to recent world events. The selected article and PPT files must be submitted on Canvas before class on the day the topic is discussed.

Research Projects (Group)

The purpose of the research project is to illustrate important theoretical concepts and to give you an opportunity to conduct your own research. Details will be given in class when it gets closer to the due date for each project. Each team will be required to complete three short research project papers (maximum of two single-spaced page excluding appendices, if appropriate). You must come to class ready to share your key findings on the project due date. Your presentations should be about 5-10 minutes including class discussion.

Field Consulting (Group)

Your assignment is to choose a local store as your “client.” Guidelines for choosing a store:

1. Must be an independent, local store (no chains).
2. Choose a store that needs help but has potential (e.g., not one that is already incorporating many of these ideas in their store).
3. When your group choose a store, send me an email to let me know the store and names of members of your group, so we don't get multiple teams doing the same store (due 8/27).

Your job will be to analyze the store layout and marketing, guided by the principles discussed in Class. From a consumer behavior perspective, what is the firm doing right and what is it doing wrong? What can it do to improve the quantity and

quality of customers, increase profitability, enhance the customer experience, and improve consumer satisfaction and loyalty? Be specific in your suggestions. The deliverable will be a recommendation to the client on what they should keep and what they should change. While the cooperation and engagement of the client may be beneficial for the project, it is not required. If you have a relationship with the client, you can give store management a copy of the report if you'd like. Each team will submit the Field Consulting Report (maximum of 5 single-spaced pages excluding appendices) via Canvas before starting the class of the presentation date. Late submissions will be penalized one letter grade for each 24 hour period beyond the 5:00 pm deadline. Your presentations should be about 10-15 minutes including class discussion.

Assignment Submission & Presentation Details:

Note that strong papers will use the ideas, theories, and research discussed in the assigned books and in class to frame the analysis and provide suggestions for improvement. All assignments, project papers, and PPT files should be uploaded on Canvas before the beginning of class on the due date (Times New Roman 12 pt. font, 1 inch margins; APA style recommended). You will deliver a presentation that summarizes your project. Presentation order will be determined by random drawing on the day of presentations. Feel free to use resources such as video, photos, or any other technical equipment available in the classroom to supplement your presentation. Bring a printout of your PPT deck and a written report to class. Late submissions will be penalized one letter grade for each 24 hour period beyond the 5:00 pm deadline.

Changes:

This syllabus is provided for informational purposes regarding anticipated course content and schedule of courses. The instructors may modify the class schedule and syllabus during the course of the semester depending upon the progress of the class. Thus, students are encouraged to not miss any normally scheduled class sessions—as exam timing may shift class sessions during the semester depending on the rate of class progress. I will communicate any changes in a timely manner. Students are responsible for the awareness of these changes.

Communication

Students are responsible for all announcements made in class and on the class webpage. Students should check the webpage throughout the semester. The instructors will send occasional emails with important information. It is the students' responsibility to make sure that their email addresses are accurate. When sending me an email, please include "MBAD 6271" and your name 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.

Academic Integrity

Students have the responsibility to know and observe the requirements of The UNC Charlotte 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. This forbidding includes sharing/copying work between individuals or teams without the permission of the instructor. 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 UNC Charlotte. 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. The Academic Integrity Code is available online at <http://legal.uncc.edu/policies/up-407>. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

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 socioeconomic status.

Disability Accommodations

UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

Please refer to next page for Tentative Course Calendar

Copyright Statement

Unless explicitly allowed by the instructor, course materials, class discussions, and examinations are created for and expected to be used by class participants only. The recording and rebroadcasting of such material, by any means, is forbidden. Violations are subject to sanctions under the Honor Code.

Course Schedule:

| Class | Date | Day | Topic | Suggested Reading/Assignment |
|--|-------------|------------|--|--|
| INTRODUCTION TO CONSUMER BEHAVIOR | | | | |
| 1 | 8/20 | M | Course Introduction and Overview Scientific Approach to Consumer Behavior | Ch. 1; Appendix Student Background Sheet Due Sign-up for TDP |
| 2 | 8/27 | M | Motivation, Ability and Opportunity | Ch. 2; TDP Field Consulting Proposal Due |
| 3 | 9/3 | M | <i>Labor Day - No Class</i> | Group Projects |
| THE PSYCHOLOGY OF CONSUMER BEHAVIOR | | | | |
| 4 | 9/10 | M | Exposure, Attention, and Perception | Ch. 3; TDP (Exposure, Attention, Perception, Categorization) |
| 5 | 9/17 | M | Exam 1 | |
| 6 | 9/24 | M | Memory and Knowledge Research Project 1 Presentation | Ch. 4; TDP Short Project 1 Due |
| 7 | 10/1 | M | Attitudes and Attitude Change | Ch. 5-6; TDP Assignment 1 Due |
| 8 | 10/8 | M | <i>Student Recess - No Class</i> | Group Projects |
| CONSUMER DECISION-MAKING PROCESS | | | | |
| 9 | 10/15 | M | Judgment and Decision Making | Ch. 7-9; TDP (Need recognition, Information search, Decision-making methods, Decision Biases) Assignment 2 Due |
| 10 | 10/22 | M | Exam 2 | |
| 11 | 10/29 | M | Post-Decision Processes Research Project 2 Presentation | Ch. 10; TDP; Short Project 2 Due |
| CONSUMERS AND SOCIETY | | | | |
| 12 | 11/5 | M | Social Influence Principles and Persuasion Research Project 3 Presentation | Ch. 11; TDP; Short Project 3 Due |
| 13 | 11/12 | M | Cultural Influences on Consumer Behavior | Ch. 12-14, 16; TDP (Culture, Segmentation, Symbolic Consumer Behavior) |
| 14 | 11/19 | M | Ethics and Consumer Behavior | Ch.17; TDP |
| 15 | 11/26 | M | Exam 3 | |
| 16 | 12/3 | M | Field Consulting Presentation | Field Consulting Report Due Assignment 3 Due (12/7) |