

SYLLABUS

Consumer Behavior & Strategy – Fall 2019

MBAD 6271-U90 Course # 12570

Belk College of Business, UNC Charlotte

Instructor: Ms. Shery Ramezani
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	Time	Place
Class	M 5:30 pm-8:15 pm	Center City 805
Office	By Appointment	TBD

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.

Course Materials

All reading matter will be posted on Canvas on the relevant class days (under each class's respective Module).

Textbook: Consumer Behavior: Buying, Having, and Being by Michael R. Solomon, 12th Edition

Student Expectations

Besides the academic training a student should expect to gain in this course, various skills should also be acquired, including:

- ✓ Oral presentation skills - compose and deliver comprehensive and concise report;
- ✓ Working with a team;
- ✓ Report writing - compose and present systematic, professional reports.

Course Schedule will be posted on Canvas.

Course Structure

A combination of lectures, discussions, in-class assignments, group projects, reading assignments, article presentations and exams will be used to achieve the objectives of this course.

Quality of Work

Professional quality work is expected, both in terms of content and presentation.

- Spelling, grammar, punctuation, clarity of expression, and presentation will count in every piece of work you do in this course. If these issues are challenging for you, or if you'd just like to improve your writing, take advantage of the free services of the Writing Resource Center.
- You are graded in this course (and likewise judged in the 'real' world) based on what you say or write and how you present. If mechanics are sloppy, your good ideas may be difficult to appreciate. If presentation is polished but ideas are sloppy, results will be mediocre, accordingly.
- Students whose native language is not English must meet the same quality requirements as others.

Grading

1. Exams: 2 x 25% each	50%
2. Class Participation: 10 classes x 1% each (not counting exam/presentation days)	
3. Topic of the Day Presentation	10%
4. Global CB Group Project	25%
5. Field Consulting Project	<u>15%</u>
	<u>100%</u>

Grade Distribution

A: 90.0% - 100.0%

B: 80.0% - 89.9%

C: 70.0% - 79.9%

U: 0.0% - 69.9%

1. Exams (50%)

All exams are closed-book and must be taken on the assigned dates during the semester. The exams will be based on material from texts, lectures and class discussions. It is imperative that you keep up with readings and attend class.

If you have to miss an exam, you must have a verifiable University excused absence (e.g. a medical emergency or a university athletic event) in order to make up an exam. If you have an emergency situation or an official test conflict, you must notify me immediately and provide a documented excuse. In the event a make-up test is needed, it will be held beforehand and can be offered in different formats to ensure academic integrity.

Exam ownership. Exams take many hours to prepare and, as a form of intellectual property, belong to those who create them (your professors). Consequently, exams must remain in my possession or under my control at all times unless you are given explicit written permission to keep or copy them. **This**

means that exam papers cannot be taken out of the room during their administration or during their review at later class meetings, unless explicitly permitted by the instructor. Students are encouraged to review their exams during office hours or by appointment for study purposes. Failure to return an exam after taking or reviewing it or removing an exam from my presence at any time will be considered theft of intellectual property. Such action will result in an exam grade of zero and may warrant further disciplinary action.

Grade appeals. If you believe that the grade you received on an assignment, exam, or other graded course component was in error or unfair, you may appeal to the instructor in writing within 10 calendar days of the receipt of your grade. The appeal should clearly state the reasons why you believe the grade to be unfair or the nature of the error. Overdue appeals will not be considered.

2. In-Class Participation (Attendance, Discussions, and Class Activities) (10%)

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 and is **mandatory**. Absences will be penalized unless accompanied by a university-approved excuse. When possible, 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 or activities, 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.

Classroom Etiquette

Inappropriate behavior in class distracts from the ability of others to benefit from their in-class experiences. Such inappropriate behavior includes arriving late, leaving early, conducting independent conversations, surfing the web during class, etc. Rude and inappropriate behavior will not be tolerated. Since it is the instructor's responsibility to provide an environment that is conducive to learning for everyone in the class, points will be deducted from the grade of any student who chooses to repeatedly distract others. In particularly egregious cases, the student will be permanently removed from the class. Under no circumstances will students be permitted to spend their class time working on assignments for other classes, checking email, surfing the web, or printing out homework. Attempts to pursue such activities will be reflected in lower grades and may lead to removal from the class.

Electronic Devices in Class

Use of smart phones and similar devices are prohibited in the classroom (University rule). Phones must be turned off during class. Students are not permitted to use their phones during class time, including texting.

Laptop computers may be used to take notes during class, as long as this does not distract you or other students. Please sit in the back row or at the sides of the classroom to minimize distraction of others.

3. Topic of the Day Presentations (10%)

On each date on the course schedule for which “Topic of the Day Presentations (TDP)” is indicated, one or two students will be responsible for presenting information to the class from recent (2018 and on ONLY, preferably 2019) articles related to the material that will be covered in class on that day. Your presentations 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 to me before class on the day the topic is discussed. You will be graded not only on the content of your presentation but also on your delivery of the presentation.

Your presentation should be 5 minutes, should include a general summary of the article, and should include the following information:

- Background
- Issues identified
- Potential courses of action
- Recommendations
- Conclusions

There will be a sign-up sheet in class to divide dates amongst students.

4. Global Consumer Behavior Group Project (25%)

This group project is a simulated, hands-on experience in the development of a global market segmentation strategy. In groups of **4-5 students**, choose a specific product/service to introduce to a foreign country, and develop a marketing strategy to bring this product/service to a market segment within the country, accounting for differences in local culture and other aspects of the local market. Your product/brand should NOT be marketed in that country yet. The product/service/brand must be real.

Select any country (excluding the US and Canada), where your company will market your chosen product/service. Each country can be chosen by only one group on a first-come-first-served basis. Please register your product/country preference with me as soon as you have made your selection and formed a group. First-come-first-served.

The Group Project has 3 components

- Project Proposal 5%
- Final Report 10%
- Oral Presentation 10%
25%

- ✓ **Hand in ONE** Project Proposal at the beginning of class on 9/9/2019. Your Proposal should be 2 pages, double-spaced and include the names of all group members in alphabetical order. The must be in memo format.
- ✓ **Hand in ONE** Presentation PowerPoint hard copy and **ONE** Presentation PowerPoint soft copy per group in class on the presentation date 10/14/19 The hardcopy should be printed in black-and-white with 4 slides per page.
- ✓ **Hand in ONE** Final Report hard copy and **ONE** soft copy per group in class on the presentation date 10/14/19. The Final Report hard copy must be 15 pages, double-spaced. It must be in memo format, with names of all group members in alphabetical order. An executive summary must be no more than one page long. The page limit excludes list of contents, appendices, exhibits, references/bibliography.

Cite references appropriately, using any recognized academic format. Place your bibliography at the end of the report.

The Project Proposal should:

1. introduce the background of the specific firm/product/brand you have selected;
2. explain why you think it has great potential in the target country; and
3. discuss potential concerns and challenges when marketing this product/brand in the target country.

The Final Report should contain:

1. executive summary;
2. product/service information/history;
3. cultural analysis;
4. economic analysis;
5. market audit & competitive analysis; and
6. preliminary marketing plan.

The Oral Presentation will be:

1. presented by ALL group members, i.e. everyone has a speaking part;
2. 15/20 minutes long depending on the number of group members (too long or too short will be penalized), followed by a 3 minute question-and-answer session;
3. evaluated by the instructor and all your classmates. These evaluations will constitute your grade for the presentation. (75% instructor, 25% classmates)

5. Field Consulting Project (15%)

In **groups of 2**, your assignment is to choose a local store as your “client.” Guidelines for choosing a store are the following:

1. The best projects will focus on local, independent stores for choosing a store.
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 you choose a store, send me an email to let me know the store, so we don't get multiple teams doing the same store (due by **EOD 10/21/19**).

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.

The Field Consulting Project has 2 components

- Project Report 10%
- Oral Presentation 5%
 15%

Each group will submit the Field Consulting Report (maximum of 4 pages excluding appendices) in memo format before starting the class of the presentation date. Late submissions will be penalized one letter grade for each 24 hour period beyond the deadline. Your presentations should be 5 minutes.

UNIVERSITY POLICIES

Cell phones & Computers in class:

1. The use of smart phones, pagers, and other communication devices is disruptive, and is therefore prohibited during class.
2. Students may use computers during class for note-taking and other class-related work **only**.

Students using smart phones or using computers during class for work not related to that class must leave the classroom for the remainder of the class period.

Academic integrity: All UNCC students have the responsibility to be familiar with and to observe the requirements of The UNCC Code of Student Academic Integrity. Imprint these on your brain.

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. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

<http://www.legal.uncc.edu/policies/ps-105.html>

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.*

Accommodations for Disabilities: *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.*