MARKETING 371: CONSUMER BEHAVIOR
SUMMER 2013 – S2

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SDSU-BSBA Goals
BSBA students will graduate being Effective Communicators, Critical Thinkers, Able to Analyze Ethical Problems, Global in their perspective, and Knowledgeable about the essentials of business. This class contributes to those goals through its student learning outcomes.

Course and Learning Objectives:
The consumer is the focus of all marketing activities when marketing managers operate under the Marketing Concept. It is the objective of Consumer Behavior to develop:

   a. an understanding of the environmental factors that influence the consumer decision-making process;

   b. an understanding the individual or psychological factors that influence the consumer decision-making process;

   c. the consumer processes of decision-making and information processing;

   d. knowledge of how consumer behavior impacts the marketing manager’s strategy in product decision, pricing, placement, and promotion.

The Consumer Behavior Model will be applied to a variety of subcultures and market segments throughout the course to illustrate the application of the basic psychological and social principles to Marketing Strategy.

By the end of this course students will be able to identify, describe, integrate and apply concepts and theories related to consumer behavior and decision making to better serve the formulation of effective Marketing Strategies.

In specific, students will be able to:

   a. compare and contrast different perspectives that characterize the study of consumer behavior (e.g. cognitive vs. behavioral);

   b. apply theories of consumer behavior to the formulation of effective marketing strategy;

   c. recognize trends based on current research related to consumer behavior;

   d. analyze the challenges that might influence the formulation of effective Marketing Strategies from a consumer behavior perspective.
Text Required:

Prerequisites:
Students must have completed Marketing 370 and received a grade of "C" or better in that class.

Course Structure:
Classroom will consist primarily of lecture, case presentations and discussion. Student participation is encouraged through questions and comments on the readings, in class exercises and the classroom lectures. Attendance in class is necessary to have all of the material pertinent to the mastery of Consumer Behavior.

Grading: Guaranteed Grades: A- (> 90%); B- (> 80%); C- (> 70%)

Good grades are usually correlated with regular attendance and with accurate and timely completion of assignments. Poor grades are often correlated with frequent absences and incomplete or missing work. There are NO contracts for grades. To receive an "A," the student needs to do everything well, on-time, and go beyond what is expected of the class. Grades are normally distributed in most classes with the average grade being... AVERAGE. Consequently, the grading spectrum would pattern a normal distribution.

Each student will be graded on the following elements:

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Exams</td>
<td>75%</td>
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<tr>
<td>Exam 1</td>
<td>25 %</td>
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<tr>
<td>Exam 2</td>
<td>25 %</td>
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<tr>
<td>Exam 3</td>
<td>25 %</td>
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<tr>
<td>Assignments</td>
<td>10 %</td>
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<tr>
<td>CB Research Project</td>
<td>15 %</td>
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Exams (75%)
Each examination will be comprised of multiple choice questions and/or short-answer questions. Exams will cover all material presented in class and in the text book. All exams will be closed book and closed notes. Please, refer to the course outline for the specific dates.

Assignments (10%)
I will randomly assign exercises related to a specific case to be completed during class time (in-class) or at home. These are opportunities to directly apply the material I have given you. In each case, you will be asked to answer specific questions and/or write a summary of a case. Each exercise will be given a grade of satisfactory (1 point), incomplete (0.5) or unsatisfactory (0 points). Disorganized or poorly written exercises will be given a grade of 0 regardless of the content. If on the day of the in-class exercise you are present but you forget to turn it in, you will still be given a grade of 0. There will be NO make-ups for the exercises. You will always be required to turn in the assignment in class. No e-mail submissions will be accepted.

CB Research Project (15%)
Groups of students will research a particular consumer behavior topic assigned by the instructor. The group will be expected to provide a written document as well as a presentation to the class during one of the final class sessions (please refer to the course outline). The detailed guideline for the CB research project will be posted on Blackboard.
Course Policies

Missed Exams or Assignments:
If you miss an exam or assignment, you will be given a grade of zero unless you have contacted the current instructor, in advance, and are excused from the exam or assignment by the current instructor.

Special arrangements for missed exam/assignment must be made prior to exam/assignment time for those students who have documented emergencies. Contact the instructor prior to exam/assignment time through e-mail, voice mail, or a personal office visit. Examples of valid excuses include death in the family and severe illness. Examples of invalid excuses are excess workload, other appointments, and travel plans. Once again, you must inform the current instructor before the exam/assignment. There will be no exceptions to this rule. This does not, however, automatically excuse you. The instructor must actively do so. Note that if you contact the instructor in advance (e.g., by email) but don’t give her time to reply before the exam/assignment time, you run the risk that she won’t excuse it. As a rule, the instructor does not provide make-up exams/assignments. If you have an excuse, the exam/assignment will be ignored and the weight shifted entirely to exam 3. For no reason may you miss exam 3.

Attendance and Participation
Attendance and participation is required. You have a duty to yourself and your team members to attend and participate in all scheduled class sessions. Class attendance and participation also involves being ON TIME to attend ALL of the class. If you miss class, you are responsible for obtaining the information covered in that session from your classmates. There are random class sessions the instructor is going to check for attendance and participation. You will be allowed to miss two class sessions without penalty. Beyond that, however one (1) point will deducted for each additional absence on your final course grade.

Modern Technology Usage
As a matter of respect toward your instructor and classmates, you are requested to NOT engage in cell phone usage (calls, IM, SM, texting, email, Facebook, etc.) during class. Laptop computers may be used in class for note-taking purposes or assigned in-class readings ONLY. This privilege will be denied to those who abuse it by engaging in inappropriate computer use during class (e.g., email, Twitter, Facebook, MySpace, other class assignments, etc.). After two warnings by the instructor, if the student persists with the inappropriate use of laptop computer and/or cell phone, he/she will reserve the right to deduct 1 point for each additional inappropriate use of laptop computer and/or cell phone on the final course grade.

Policy on Incompletes
The grade of “incomplete” (I) is given only to a student whose work in a course has been qualitatively satisfactory when, because of illness or other circumstances beyond the student’s control, he/she has been unable to complete some portion of course work. In no case will an incomplete (I) be recorded for students who have not completed major course requirements, nor will incompletes be given for students who fail to acquire their desired grade at the end of the semester. (adapted from: Dr. Bey-Ling Sha Spring 2010 Syllabus).

Amendments
“The instructor reserves the right to amend the course syllabus at any time during the semester; students will be informed of the changes either in class, via email, or through BB. For example, topics listed in the syllabus may be covered on different days to accommodate guest speakers, natural disasters, or class needs.” (Source: Dr. Bey-Ling Sha Spring 2010 Syllabus).

Plagiarism/Cheating
Each student agrees to submit and take credit for only his or her own work, individually or in a group. Plagiarism will NOT be tolerated. Engaging in plagiarism will minimally result in a failure (automatic zero) for that assignment and could potentially result in a failure of the course. A detailed description of what constitutes as plagiarism can be found in the General Catalog (2011-2012).
Honor System:
The SDSU Academic Honor Code will be strictly enforced. All aspects of your course work are covered by the SDSU Academic Honor Code.

Department Policy:
Any student whose name is on the initial class roster, and who fails to attend class for at least one of the first two class meetings, may be administratively dropped from the course. Another student will fill the resulting opening in the class roster.

Student with disabilities
Student with disabilities who need academic accommodation should follow these steps:
1. Register and provide documentation to the SDSU Student Disability Center (SDS).
2. Obtain a statement from the SDS stating that you have registered with them and give it to the instructor and to the Academic Coordinator no later than the second class session.
3. Introduce yourself to the instructor.
## Course Outline (subject to change—please refer to BB for updates)

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Topic</th>
<th>Ref textbook CB</th>
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</table>
|    |            | Introduction to CB  
CONSUMER BEHAVIOR OVERVIEW  
Case: Starbucks  
PERCEPTION  
Case: TBA  
LEARNING  
Case: Nike  
MEMORY  
Case: M&Ms vs. Hershey’s  
MOTIVATION AND VALUES  
Case: Got Milk Campaign  
THE SELF  
Case: Advertising Image of Women | Ch 1  
Ch 2  
Ch 3  
Ch 4  
Ch 5 |
| 1  | T July 9   |                                                            |                 |
|    | Th July 11 |                                                            |                 |
| 2  | T July 16  |                                                            |                 |
|    | Th July 18 |                                                            |                 |
| 3  | T July 23  | PERSONALITY AND LIFESTYLE  
Case: Barbie Nation  
Case: Harley Davidson Subculture | Ch 6  
EXAM 1 |
|    | Th July 25 |                                                            |                 |
| 4  | T July 30  | ATTITUDE & PERSUASION  
INDIVIDUAL DECISION MAKING  
Case: The art of choosing  
GROUP DECISION MAKING  
Case: What drives us in an organization | Ch 7  
Ch 8-9  
Ch 10 |
|    | Th Aug 1   |                                                            |                 |
| 5  | T Aug 6    | HOUSEHOLD DECISION MAKING  
Case: Consuming Kids  
CONSUMER DEMOGRAPHICS CULTURE | Ch 11  
Ch 12-16  
EXAM 2 |
|    | Th Aug 8   |                                                            |                 |
| 6  | T Aug 13   | CB Research Project  
Group Paper due and Group Presentation | EXAM 3  
EXAM 3 |
|    | Th Aug 15  |                                                            |                 |