



## MKT 022: Introduction to Consumer Behavior

Term: 2020 Winter Session

Instructor: Staff

Language of Instruction: English

Classroom: TBA

Office Hours: TBA

Class Sessions Per Week: 6

Total Weeks: 4

Total Class Sessions: 25

Class Session Length (minutes): 145

Credit Hours: 4

### Course Description:

This course is on the study of consumer behavior. We will study behavior theories from different perspectives including psychology, sociology, and anthropology. The course will also introduce motivation and processes of consumption behavior; consumer behavioral science and its use in marketing strategies. Students will develop knowledge in theories of perception, learning, communication, cognition, memory, motivation, and attitudes of consumers.

### Course Materials:

*Consumer Behavior—Buying, Having, and Being*, Michael R. Solomon, 12<sup>th</sup> edition

### Course Format and Requirements:

Class time will be used for a combination of lectures, class discussions, and student presentations. Attendance at lectures is vital to get a thorough understanding of the material, but I will not check-up on you by circulating an attendance roster. Good attendance will be rewarded, however, in that all quiz questions and most exam questions will be drawn from the lectures. Furthermore, only those who attend class can earn points for participation.

### Grading Scale:



**A+: 98%-100%**

**A: 93%-97%**

**A-: 90%-92%**

**B+: 88%-89%**

**B: 83%-87%**

**B-: 80%-82%**

**C+: 78%-79%**

**C: 73%-77%**

**C-: 70%-72%**

**D+: 68%-69%**

**D: 63%-67%**

**D-: 60%-62%**

**F: Below 60%**

### Course Assignments:

#### **Quizzes**

Throughout the semester, students will have seven in-class quizzes. The formats include multiple choices and True/False. Two lowest grades of the semester will be dropped. Quizzes cannot be made up. Please be sure to bring a calculator.

#### **Individual Presentation**

Each student will be randomly assigned to a class (date), and will give a 5-minute presentation on any topic, as long as it is educational and relevant to one of the themes covered in class the week before, subject to the instructor's approval. Presentations must not include offensive material and should not be similar to other presentations on that theme (on a first-come first served basis). They can be based, for instance, on a personal experience, an interesting observation, an actual business case, an advertising/promotional campaign, or a new business idea. Presentations must be original and reflect a student's own thoughts and ideas.

#### **Group Project**

You will be assigned to groups of 3-4 people (group size depends on the number of people in the class) to present each side of a case that will be taken from the latest headlines in marketing/business. The presentations will be 20 minutes for each side, maximum.



The grade will depend on the arguments that students make:

- Use consumer behavior principles to make your argument.
- Clarity of argument: The arguments should follow logically and should lead smoothly to the overall point you are making.
- Answer obvious counterarguments, preferably using consumer behavior principles.
- Be succinct and clear in your presentation.

### Exams

The two midterm exams and final exams will consist of objective questions in multiple choice, short answers, and/or essays.

### Course Assessment:

Quizzes	10%
Individual Presentation	10%
Group Project	15%
Midterm Exam 1	20%
Midterm Exam 2	20%
Final Exam	25%
<b>Total</b>	<b>100%</b>

### Course Schedule:

Week 1- Class 1	Week 1- Class 2
Course Overview Go through syllabus Introduction to Consumer Behavior	Consumer Behavior Research Methods Perception
Week 1- Class 3	Week 1- Class 4
Comprehension Learning Memory	<b><u>Quiz 1</u></b> Motivation and Affect Attitudes and Attitude Formation



Week 1- Class 5	Week 1- Class 6
Motivation and Affect Attitudes and Attitude Formation (Cont.) Attitude Change: Learning	<b><u>Quiz 2</u></b> Attitude Change: Persuasion Attitude Change: Self-Persuasion
Week 2- Class 7	Week 2- Class 8
Attitude Change: Self-Persuasion (Cont.); Exam Review	<b><u>EXAM 1</u></b>
Week 2- Class 9	Week 2- Class 10
Multi-attribute Attitude Models Decision Making: Introduction	Decision Making: Introduction (Cont.) Stages Consumer Judgment
Week 2- Class 11	Week 2- Class 12
<b><u>Quiz 3</u></b> Consumer Judgment (Cont.) Consumer Choice The Consumer Self	Personality Lifestyles Values More Consumer Judgment and Choice
Week 3- Class 13	Week 3- Class 14
<b><u>Quiz 4</u></b> social influence and decisions: conformity pressures and power group project instructions distributed	Social Influence and Decisions Social and Cultural Influences
Week 3- Class 15	Week 3- Class 16
<b><u>Quiz 5</u></b> Group, Organizational, and Family Decisions Decisions about Consumption	Satisfaction and Disposal Exam Review



Week 3- Class 17	Week 3- Class 18
<b><u>EXAM 2</u></b>	psychographics and geo-demography social marketing changing people's minds group project in-class discussion
Week 4- Class 19	Week 4- Class 20
Segmentation Product Positioning Consumer Behavior	<b><u>Quiz 6</u></b> Branding
Week 4- Class 21	Week 4- Class 22
Buying Disposing Pricing and Behavioral Finance	<b><u>Quiz 7</u></b> Buying Disposing Pricing and Behavioral Finance (Cont.)
Week 4- Class 23	Week 4- Class 24
green marketing ethical attributes	<b><u>Group Presentations</u></b>
Week 4- Class 25	<b><u>Final Exam (Cumulative): TBA</u></b>
<b><u>Group Presentations</u></b> Comments, feedback and summary Review for Final	

**Academic Integrity:**

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Shanghai Normal University's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office.

Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All



students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

**Special Needs or Assistance:**

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.