



MKT 022: Introduction to Consumer Behavior

Term: 2020 Summer Session

Instructor: Staff

Language of Instruction: English

Classroom: TBA

Office Hours: TBA

Class Sessions Per Week: 5

Total Weeks: 5

Total Class Sessions: 25

Class Session Length (minutes): 120

Credit Hours: 4

Course Description:

This course is on the study of consumer behavior which is about understanding what leads to the individual purchase decisions that are vital to business profitability, and to personal prosperity. We will study behavior theories from different perspectives including psychology, sociology, and anthropology, so as to investigate why people behave the way they do and explore its implications for marketing. 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.

Learning Objectives:

- Analyze consumer behavior for existing or new businesses operating locally and internationally.
- Evaluate the influence of culture and subculture on consumer consumption preferences.
- Analyze, interpret and report on data regarding consumer behavior.

Course Materials:

Consumer Behavior—Buying, Having, and Being, Michael R. Solomon, 12th 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 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:

Class Participation

Students are required to contribute to discussion as many discussions of the readings are involved in most classes. After the discussion, students should give critical responses, comments, or bring out questions.

Individual Presentation

Each student is required to make a 5-minute individual presentation to demonstrate one's understanding of a specific consumer behavior topic. Students will be randomly assigned to a class (see the course schedule), and can choose any topics as long as it is educational and relevant to the themes covered in the class you are assigned to. Presentations 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

A research report will be assigned to each group 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 research must cover an executive summary, background, statement of the problem, conclusions, and recommendations for future action. At the end of the course, a hardcopy report should be submitted and a group presentation is required. The presentations will be 10 minutes and a further 5 minutes for a question - answer session for each side. 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 exams are designed to test your understanding of consumer behavior theories and concepts and your ability to apply them in various situations. The two midterm exams and final exams will consist of objective questions in multiple choice, short answers, and/or essays that focus on studies discussed in class.

Course Assessment:

Class Participation	5%
Individual Presentation	10%
Group Project	20%
Midterm Exam 1	20%
Midterm Exam 2	20%
Final Exam	25%
Total	100%

**Course Schedule:**

Week	Topics	Activities
1	Go through syllabus Introduction to the Course Consumer Behavior: An Overview Consumer Behavior Research Methods Perception Learning and Memory	Discussion Individual Presentation
2	Motivation and Affect The Consumer Self Personality, Lifestyles, Values	Discussion Individual Presentation Midterm 1 Group Project Topics
3	Attitudes and Persuasion Judgment and Decision Making Buying and Disposing	Discussion Individual Presentation Group Project Outlines
4	Organizational and Household Decision Making Groups Influence and Social Media Income, Social Class, Family	Discussion Individual Presentation Midterm 2
5	Subcultures Cultural Influences Creation and Diffusion of Culture Group Project Presentation	Discussion Individual Presentation Group Project Report Due Final Exam



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.