**MKTG 435: Consumer Behavior**

Summer 2011

**Instructor**: Elizabeth Stickel

**Email**: [stickel@uoregon.edu](mailto:stickel@uoregon.edu) **(preferred contact)**

**Office**: 292A Ansett

**Office Hours**: Tuesdays 1-2pm, Thursdays 9-10am, or by appointment

**Phone**: 541-346-9090 (only voicemail)

**Class Website**: https://blackboard.uoregon.edu

**Class Meetings**: TR 10:30-12:50; LIL 212

**Course Description**:

This course is an examination of contemporary theory and research on the topic of consumer behavior. As you know, understanding your consumer is *fundamental* to designing an effective marketing mix. Understanding consumer behavior will also assist you in your personal consumption situations. This course will explore the micro (individual level) and macro (external, cultural, etc.) forces that influence consumer behavior and the symbiotic relationship between CB and marketing strategy.

**Course Objectives**:

1. Develop an understanding of consumer behavior and influence processes from a variety of perspectives.
2. Apply the basic principles underlying human behavior to a variety of business contexts and situations.
3. Appreciate and understand how marketing research, marketing strategy, and basic research on intra and interpersonal processes play multiple roles in the discipline of marketing, as well as the practice and long-term success of business.
4. Develop presentation, writing, and teamwork skills.

**Required Text:**

* Consumer Behavior: Buying, Having, and Being (8th Edition)by Solomon. ISBN# 978-0-13-601596-3. *NOTE: This is an older edition to save you money (less money? Yes, this is awesome); course lecture will cover more currently relevant material.*
* Articles and other materials posted on Blackboard or handed out during class

**Helpful Links:**

* Textbook companion website: http://wps.prenhall.com/bp\_solomon\_cb\_8
* Blackboard course site: https://blackboard.uoregon.edu *(NOTE:* ***Check ASAP*** *as this is where notices are posted and assignments are due)*

**Course Format:**

This class will consist of interactive lectures and class discussions, videos, and individual and group exercises. You are responsible for reading the required material *before* class in order to contribute to the class discussion. In addition, you will complete outside assignments, which apply what you learn in class to more “real world” marketing situations.

**Grade Breakdown:**

Participation 10%

Article review 10%

Exams (2 @ 20% each) 40%

In-class group mini presentation 10%

Group Project 30%

Total 100%

**Grade Scale:**

Grades will be assigned using the standard grading scale below.

A 93% and above B – 80% to 82% D+ 67% to 69%

A – 90% to 92% C+ 77% to 79% D 63% to 66%

B + 87% to 89% C 73% to 76% D- 60% to 62%

B 83% to 86% C - 70% to 72% F Below 60%

**Participation:**

You are expected to come to class prepared and contribute to the discussions. Participation also includes in-class exercises, occasional out of class follow up activities, out of class personal consumption behavior survey, and required participation in the marketing research subject pool.

**Subject Pool Participation:**

A requirement of MKTG 435 is participation in a one-hour research study OR the completion of an alternative written assignment. Understanding how research examining consumer behavior is created is of fundamental importance in this class. See the attached on Blackboard for details. ***Failure to participate in this aspect of the class will lead to a 2% reduction in your overall grade.***

**Article Review:**

This will be an in-depth review of an article including incorporation of outside resources relating to consumer behavior utilizing concepts learned in the text and in class lectures. More details will be provided on Blackboard.

**Exam:**

There are two in-class exams (midterm and final). The exams will have both multiple choice and short answer components. All material covered in the text, other reading assignments, and in-class discussions are fair game. There will be NO make-up exam without prior arrangement with me.

**Group Project:**

This project will require you to form groups of 3-5 and use consumer behavior research to benefit a company or non-profit in Eugene. You will create a written report and present your findings. A detailed description of this project is posted on Blackboard and explained in class.

**In-Class Mini Presentations**:

Working in the same groups as your final group project, you will make one 10-minute presentation during the quarter on a topic related to the class lecture. Details are posted on Blackboard.

**Disabilities:**

The University of Oregon is working to create inclusive learning environments. Please notify me if any part of the instruction or design of this course results in disability-related barriers to your participation or learning at the beginning of the course. You may also wish to contact Disability Services at 164 Oregon Hall at 346-1155 or disabsrv@uoregon.edu.

**Students for whom English is a Second Language**:

If you are a non-native English speaker and think you may have trouble in this course due of language difficulties, please see me as soon as possible to make special arrangements.**Schedule** *(Note: This is fast paced due to the short 8 week summer term)*:

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| --- | --- | --- | --- | --- | --- |
|  | **Day** | **Date** | **Topic** | **Reading** | **Assignment Due** |
| Week 1 | Tuesday | 6/21 | Course Introduction; What is Consumer Behavior? | Ch. 1 |  |
| Thursday | 6/23 | Perception;  Learning & Memory | Ch. 2 & 3 | Student survey due on Blackboard by 5pm  Groups for final project & selected organizations by 5pm |
| Week 2 | Tuesday | 6/28 | Motivations & Values; The Self | Ch. 4 & 5 | Survey questions, 2 per group  Mini presentation times selected |
| Thursday | 6/30 | Personality & Lifestyles | Ch. 6 |  |
| Week 3 | Tuesday | 7/5 | Attitudes & Attitude Change | Ch. 7 & 8 | CB survey completed |
| Thursday | 7/7 | Decision Making; Buying & Disposing | Ch. 9 & 10 |  |
| Week 4 | Tuesday | 7/12 | Influencers | Ch. 11 & 12 | Group project update  Article review due |
| Thursday | 7/14 | Ethnicity & Religion | Ch. 14 |  |
| Week 5 | Tuesday | 7/19 | Midterm Exam (ch. 1-8) |  |  |
| Thursday | 7/21 | **NO CLASS:** Work on Group Projects; Email/ Post on Blackboard any questions |  |  |
| Week 6 | Tuesday | 7/26 | Age & Culture | Ch. 15 & 16 | Sign up for group presentation time |
| Thursday | 7/28 | Income & Class | Ch. 13 |  |
| Week 7 | Tuesday | 8/2 | Presentations / Materialism |  |  |
| Thursday | 8/4 | Presentations / Catch Up |  | Written report, PowerPoint slides, & peer evaluations due by 5pm on Blackboard |
| Week 8 | Tuesday | 8/9 | Final Exam (ch. 9-16) |  |  |

NOTE: Assignments are DUE before class on the day they appear on the schedule, with the exception of week 1. Additional readings may be assigned and posted on Blackboard.