

Syllabus

Marketing 211– Spring 2007

Consumer Behavior
211-003 TR 12-1:30pm
JMHH F60

Basic Information:

Instructor: Dr. Keith E. Niedermeier, Ph.D.
750 Jon M. Huntsman Hall
215-898-1700
keith1@wharton.upenn.edu

Office Hours: TW 1:30-2:00pm and by appointment

Text: Consumer Behavior, 4th edition, by Hoyer & MacInnis

Course packet available at Reprographics

Course Objective:

The purpose of this course is to provide you with a working knowledge of the major theories and research findings in the area of consumer behavior. The goal of this course is not to simply learn the material, rather it is to integrate and apply the material. By the end of this course, you should not only be familiar with a large body of consumer behavior literature, but you should also be able to apply this knowledge to a variety of marketing problems.

While the information covered in the class certainly has tactical benefit, the emphasis will be on broadly understanding consumers with an eye toward strategic insights.

Readings and Lecture:

Assigned reading should be completed by the day it is listed on the class schedule. Class time will NOT be a reiteration of the reading. Classes will be interactive and will be an extension and synthesis of the ideas covered in the reading. You are highly encouraged to ask questions and participate in class.

Tests

There will be two examinations. Each exam will count as 25% of your final grade. Everything discussed in class and in the assigned readings may appear on an exam. The final exam will not be cumulative.

Case Reports

You must write three 1000 word (maximum) case reports. Reports are due the day the case is listed on the class schedule. Reports should include a *short* summary of the main problem, application of class concepts to the problem, and managerial recommendations. Each report will count as 10% of your grade.

Applied Case problem – Team Paper and Presentation

There will be one group paper on an applied case problem. The subject and the teams will be assigned later. Each team will submit a 10-page (one side, single space, 12-point font) paper. Each team will also give an in-class presentation. The paper will count as 10% of the grade and the presentation will be 5%.

Class Participation and Attendance

Class attendance and participation is mandatory to do well in this class. You are expected to come to each class prepared to discuss the current topic and meaningfully participate in class exercises. Participation and attendance will count as 5% of your grade.

Grading:

Your final grade will be determined in the following manner:

Two exams (25% each)	50%
Three case reports (10% each)	30%
Group paper and presentation	15%
Participation/Attendance	<u>5%</u>
	100%

Grading (cont.):

<u>Grade</u>	<u>Cutoff</u>
A+	97-100%
A	92-96.9%
A-	90-91.9%
B+	87-89.9%
B	83-86.9%
B-	80-82.9%
C+	77-79.9%
C	73-76.9%
C-	70-72.9
D	60-69.9%
F	0-59.9%

Tentative Class Schedule:

<u>Date</u>	<u>Reading/topic</u>
Jan 9	Ch 1 – Introduction: What is consumer behavior?
Jan 11	Ch 2 - Consumer behavior research
Jan 16	Case 1: Introducing New Coke
Jan 18	Ch 3 - Motive, ability, & opportunity
Jan 23	Ch 4 - Exposure, attention, & perception
Jan 25	Ch 8 - Memory & retrieval
Jan 30	Memory & retrieval (cont.)
Feb 1	Ch 5 - Knowledge and understanding
Feb 6	Knowledge and Understanding (cont.)
Feb 8	Case 2 - Burberry
Feb 13	Ch 6 & 7 - Attitudes
Feb 15	High vs. low effort attitude change

Feb 20	From attitudes to behavior
Feb 22	Exam 1
Feb 27	Ch 9 - Problem recognition and info search
Mar 1	Ch 10 & 11 - Judgment & decision making
March 5-10	<i>Spring Break</i>
Mar 13	Judgment & decision making (cont.)
Mar 15	Ch 12 - Post decision processes
Mar 20	Post decision processes (cont.)
Mar 22	Case(s) 3 - Euro-Air/Rapid Rewards at Southwest Airlines
Mar 27	Ch 16 - Social influence and compliance
Mar 29	Case Prep day
Apr 3	Social influence and compliance (cont.)
Apr 5	Ch 13-15 - Segmentation and Consumer Differences
Apr 10	Presentations
Apr 12	Presentations
Apr 17	Presentations
Apr 20	Final Thoughts - Wrap up and review

Final Exam – Tentatively Scheduled for 9-11am, Tuesday, May 1.