

## Syllabus

### Marketing 211/773 – Summer 2009

Customer Behavior  
MTWR 2:40-4:15pm  
SHDH 109

#### Basic Information:

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

Office Hours: by appointment

Text: Consumer Behavior, 5<sup>th</sup> 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 discussed 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.

## **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 relevant facts, application of class concepts to the problem, and strategic recommendations. Each report will count as 10% of your grade. This is an individual assignment. Specific prompts for each case will be posted.

## **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 20% of your grade.

## **Academic Integrity**

In order to ensure fairness, students suspected of cheating will be referred to the Office of Student Conduct. The Office of Student Conduct will determine if there was cheating and if so, what punishment will be administered. There are no exceptions to this policy under any circumstances. Please familiarize yourselves with the University Code of Academic Integrity:

<http://www.vpul.upenn.edu/osl/acadint.html>

## Grading:

Your final grade will be determined in the following manner:

|                               |            |
|-------------------------------|------------|
| Two exams (25% each)          | 50%        |
| Three case reports (10% each) | 30%        |
| Participation/Attendance      | <u>20%</u> |
|                               | 100%       |

## Undergraduate Students

| <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%       |

## MBA Students

| <u>Grade</u> | <u>Distribution</u> |
|--------------|---------------------|
| A+/A/A-      | 25-35%              |
| B+/ B/B-     | 60%                 |
| C+ and below | 5-15%               |

## Tentative Class Schedule:

| <u>Date</u> | <u>Reading/topic</u>  |
|-------------|---|
| July 6      | Ch 1 – Introduction: What is consumer behavior?                 |
| July 7      | Enrichment Chapter - Consumer behavior research                 |
| July 8      | <b>Case 1: Introducing New Coke</b>                             |
| July 9      | Ch 2 - Motive, ability, & opportunity                           |
| July 13     | Ch 3 - Exposure, attention, & perception                        |
| July 14     | Ch 7 - Memory & retrieval                                       |
| July 15     | Memory & retrieval (cont.)                                      |
| July 16     | Ch 4 - Knowledge and understanding                              |
| July 20     | Knowledge and Understanding (cont.)                             |
| July 21     | <b>Case 2 - Burberry</b>  |
| July 22     | Ch 5 & 6 - Attitudes  |
| July 23     | High vs. low effort attitude change                             |
| July 27     | From attitudes to behavior                                      |
| July 28     | <b>Exam 1</b>   |
| July 29     | Ch 8 - Problem recognition and info search                      |
| July 30     | Ch 9 & 10 - Judgment & decision making                          |
| Aug 3       | Judgment & decision making (cont.)                              |
| Aug 4       | Behavioral Finance  |
| Aug 5       | Ch 11 - Post decision processes                                 |
| Aug 6       | <b>Case(s) 3 - Euro-Air/Rapid Rewards at Southwest Airlines</b> |
| Aug 10      | Customer Loyalty  |
| Aug 11      | Ch 15 - Social influence and compliance                         |
| Aug 12      | Ch 16 - Final Thoughts - Wrap up and review                     |
| Aug 13      | <b>Final Exam</b>   |