

Syllabus

Marketing 211/773 – Summer 2012

Customer Behavior
MTWR 2:40-4:15pm

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, 5th edition, by Hoyer & MacInnis

Course packet available at Study.net

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.

The book can be purchased at the bookstore, but here are some additional options:

<http://www.cengagebrain.com/shop/en/US/storefront/US?cmd=CLHeaderSearch&fieldValue=9780547079929>

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 two 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.

Topic Report

Groups will present on a current issue in consumer behavior. More details will follow. The presentation will be 15% of your grade.

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. Attendance will be collected randomly throughout the semester. Participation and attendance will count as 15% 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.upenn.edu/academicintegrity/ai_codeofacademicintegrity.html

Grading:

Your final grade will be determined in the following manner:

Two exams (25% each)	50%
Two case reports (10% each)	20%
Topic Report	15%
Participation/Attendance	<u>15%</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 2	Ch 1 – Introduction: What is consumer behavior?
July 3	Enrichment Chapter - Consumer behavior research
July 4	NO CLASS
July 5	Ch 2 - Motive, ability, & opportunity
July 9	Case 1: Introducing New Coke
July 10	Ch 3 - Exposure, attention, & perception
July 11	Ch 7 - Memory & retrieval
July 12	Memory & retrieval (cont.)
July 16	Ch 4 - Knowledge and understanding
July 17	Knowledge and Understanding (cont.)
July 18	Ch 5 & 6 - Attitudes
July 19	High vs. low effort attitude change
July 23	From attitudes to behavior
July 24	Exam 1
July 25	Ch 8 - Problem recognition and info search
July 26	Ch 9 & 10 - Judgment & decision making
July 30	Judgment & decision making (cont.)
July 31	Behavioral Finance
Aug 1	Ch 11 - Post decision processes
Aug 2	Case(s) 2 - Euro-Air/Rapid Rewards at Southwest Airlines
Aug 6	Customer Loyalty
Aug 7	Ch 15-16 - Social influence and compliance
Aug 8	Topic Report Presentations
Aug 9	Final Exam