Marketing begins and ends with the customer, from determining customers' needs and wants to providing customer satisfaction and maintaining customer relationships. This course examines the basic concepts and principles in customer behavior with the goal of understanding how these ideas can be used in marketing decision making.

The class will consist of lectures, discussions, cases and special guest speakers. Assigned readings should be completed by the day they are listed on the class schedule. The readings cover most important customer behavior issues and provide many examples. The class sessions will be interactive and will be an extension and synthesis of the ideas discussed in the readings. You are highly encouraged to ask questions and participate in class. The goal is to provide you with a set of approaches and concepts to consider when faced with a decision involving understanding customer responses to marketing actions.

**Course Objectives**

1) To appreciate the importance of understanding the customer to a firm's success.
2) To introduce current findings and theory about customer behavior.
3) To provide concepts for anticipating customer reactions to marketing stimuli.
4) To learn to use customer behavior concepts in determining marketing strategy.

**Required Materials**

   *You can purchase an electronic textbook, you can rent the hardcover textbook, or you can purchase the hardcover textbook*
2. Bulk Pack of cases available from Wharton Reprographics.
3. Lecture Notes will be available on Canvas
Grading
Your course grade will be determined on the following basis. Each aspect of your grade is explained in greater detail on the following pages.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class Participation/Attendance</td>
<td>20%</td>
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<tr>
<td>Exam—first half (Oct. 24)</td>
<td>25%</td>
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<tr>
<td>Exam—second half (December 5)</td>
<td>25%</td>
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<tr>
<td>Three written reports (10% each)</td>
<td>30%</td>
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Class Participation
Your class participation score is based on the following:

(1) Attendance: Regular class attendance is a signal of your commitment to the course.

(2) Discussion Contributions: In-class discussions are your best opportunity to demonstrate that you are thinking about the topics covered in class and relating these topics to one another and to material learned in other classes. You should be at least as concerned with the quality of your contributions to class discussions as you are with the quantity of these contributions.

Exams:
There will be two exams. Each will count 25% of your final grade. Everything discussed in class and in the assigned readings may appear on an exam. The first exam will cover the first half of the course and the second one will cover the second half of the course.

Case Reports:
You must write two 1000 word (maximum) case reports. Case reports are due the day the case is listed on the class schedule. Case reports should include a short summary of the relevant facts, application of the relevant facts, application of class concepts to the problem, and strategic recommendations. Speaker reports are due one week following the day that the speaker comes to class.

Speaker Reports:
This class will feature three carefully chosen guest speakers. While you are required to attend each guest speaker’s session, you must write a 1000 word (maximum) report on one speaker of your choice. The paper should analyze the talk and apply course concepts. The paper will be worth 10% 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 is 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
<table>
<thead>
<tr>
<th>Date</th>
<th>Textbook Readings</th>
<th>Cases</th>
<th>Topic</th>
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<tr>
<td>Wed. Sept. 5</td>
<td>Chapter 1</td>
<td></td>
<td>Introduction to Course</td>
</tr>
<tr>
<td>Mon. Sept. 10</td>
<td>Enrichment Chapter</td>
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<td>Consumer Behavior research</td>
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<tr>
<td>Wed. Sept. 12</td>
<td>Chapter 2</td>
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<td>Motivation, Ability &amp; Opportunity</td>
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<tr>
<td>Mon. Sept. 17</td>
<td>Introducing New Coke,</td>
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<td>Customer Focus, Taste Perceptions</td>
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<td>HBS 9-500-067</td>
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<tr>
<td>Wed. Sept. 19</td>
<td>Chapter 3</td>
<td></td>
<td>Exposure, Attention &amp; Perception</td>
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<tr>
<td>Mon. Sept. 24</td>
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<td>Perception</td>
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<tr>
<td>Wed. Sept. 26</td>
<td>Guest Speaker: Inge Lehmann</td>
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<td>Whitaker International</td>
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<tr>
<td>Mon., Oct. 1</td>
<td>APPLICATION: Perception of</td>
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<td>Prices &amp; Pricing/Packaging</td>
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<td>Perceptions</td>
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<tr>
<td>Wed. Oct. 3</td>
<td>Chapter 7</td>
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<td>Memory</td>
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<td>Mon. Oct. 8</td>
<td>Chapter 4</td>
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<td>Product categorization</td>
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<td>Wed. Oct. 10</td>
<td>Burberry HBS 9-504-048</td>
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<tr>
<td>Mon. Oct. 15</td>
<td>Chapters 5 and 6</td>
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<td>Attitudes and Learning</td>
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<td>Wed. Oct. 17</td>
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<td>Attitudes and Persuasion</td>
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<td>FALL BREAK</td>
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<td>Wed. Oct. 24</td>
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<td>Exam, 1st half</td>
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<tr>
<td>Date</td>
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<td>Topic</td>
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<td>Oct. 29</td>
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<td>APPLICATION: Branding</td>
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<td>Oct. 31</td>
<td>Chapter 8</td>
<td>Problem recognition and Information Search</td>
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<td>Mon, Nov. 5</td>
<td>Chapters 9 &amp; 10</td>
<td>Judgment and Decision Making</td>
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<td>Wed., Nov. 7</td>
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<td>Guest Speaker:: Ron Offir</td>
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<td>Mon, Nov. 12</td>
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<td>Judgment and Decision Making</td>
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<td>Chapter 11</td>
<td>Post Decision Processes/Satisfaction/</td>
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<td>Mon., Nov. 19</td>
<td>Rapid Rewards at Southwest Airline HBS 9-602-065</td>
<td>Customer Complaints</td>
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<td>Chapter 15</td>
<td>Social Influence</td>
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<td>Wed. Nov. 28</td>
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<td>Katherine Black DunnHummby</td>
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<td>Mon. Dec. 3</td>
<td>Chapters 16,17</td>
<td>APPLICATION: Diffusion of Innovation/Fashion Culture/wrap up</td>
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<tr>
<td>Wed. Dec. 5</td>
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<td>EXAM, 2nd Half</td>
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