

**CUSTOMER BEHAVIOR  
MARKETING 211  
Fall Semester 2012**

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Office Hours: MW: 1:30-2:30 and by appointment

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**

1. Text: Hoyer/MacInnis, "Consumer Behavior," Edition 5, Southwestern, 2010.  
<http://www.cengagebrain.com/shop/en/US/storefront/US?cmd=CLHeaderSearch&fieldValue=9780547079929>

*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.

Class Participation/Attendance	20%
Exam—first half (Oct. 24)	25%
Exam—second half (December 5)	25%
Three written reports (10% each)	30%

## **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>

**COURSE SCHEDULE *and* READINGS**

Date	Textbook Readings	Cases	Topic
Wed. Sept. 5	Chapter 1		Introduction to Course
Mon. Sept. 10	Enrichment Chapter		Consumer Behavior research
Wed. Sept. 12	Chapter 2		Motivation , Ability & Opportunity
Mon. Sept. 17		Introducing New Coke, HBS 9-500-067	Customer Focus, Taste Perceptions
Wed. Sept. 19	Chapter 3		Exposure, Attention & Perception
Mon. Sept. 24			Perception
Wed. Sept. 26			Guest Speaker: Inge Lehmann Whitaker International
Mon., Oct. 1			APPLICATION: Perception of Prices & Pricing/Packaging Perceptions
Wed. Oct. 3	Chapter 7		Memory
Mon. Oct. 8	Chapter 4		Product categorization
Wed. Oct. 10		Burberry HBS 9-504-048	Product categorization
Mon. Oct. 15	Chapters 5 and 6		Attitudes and Learning
Wed. Oct. 17			Attitudes and Persuasion
Mon, Oct. 22	FALL BREAK		
Wed. Oct 24		<b>Exam, 1<sup>st</sup> half</b>	

Mon, Oct. 29			APPLICATION: Branding
Oct. 31	<b>Chapter 8</b>		Problem recognition and Information Search
Mon, Nov. 5	Chapters 9 & 10		Judgment and Decision Making
Wed., Nov. 7			Guest Speaker:: Ron Offir <i>President Jones Direct Group (Retail + E-Commerce)</i>
Mon, Nov. 12			Judgment and Decision Making
Wed. Nov. 14	Chapter 11		Post Decision Processes/Satisfaction/ Customer Complaints
Mon., Nov. 19		Rapid Rewards at Southwest Airline HBS 9-602-065	Customer Complaints
Wed. Nov. 21			No class meeting – discussion day
Mon, Nov. 26	Chapter 15		Social Influence
Wed. Nov. 28			Katherine Black DunnHumby
Mon. Dec. 3	Chapters 16,17		APPLICATION: Diffusion of Innovation/Fashion Culture/wrap up
Wed. Dec. 5		<b>EXAM, 2<sup>nd</sup> Half</b>	