

Syllabus

Marketing 211/773 – Summer 2013

Customer Behavior
MTWR 10:40am-12:15pm

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, 6th 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=catProductDetail>

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>
May 20	No Class Meeting
May 21	Ch 1 – Introduction: What is consumer behavior?
May 22	Appendix - Consumer behavior research
May 23	Ch 2 - Motive, ability, & opportunity
May 27	No Class – Memorial Day
May 28	Case 1: Introducing New Coke
May 29	Ch 3 - Exposure, attention, & perception
May 30	Ch 4 - Memory & retrieval
June 3	Knowledge and understanding
June 4	Knowledge and Understanding (cont.)
June 5	Ch 5 & 6 - Attitudes
June 6	High vs. low effort attitude change
June 10	From attitudes to behavior
June 11	Exam 1
June 12	Ch 7 - Problem recognition and info search
June 13	Ch 8 - Judgment & decision making
June 17	Ch 9 - Judgment & decision making (cont.)
June 18	Investor Psychology
June 19	Ch 10 - Post decision processes
June 20	Case(s) 2 - Euro-Air/Rapid Rewards at Southwest Airlines
June 24	Customer Loyalty
June 25	Ch 11 - Social influence and compliance
June 26	Topic Report Presentations
June 27	Final Exam