

CONSUMER BEHAVIOR
Marketing 211
Spring Semester 2014

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Course Overview

Contemporary approaches to business emphasize the importance of adopting a consumer focus. Marketing, in particular, begins and ends with the consumer – from determining his or her needs to ensuring post-purchase satisfaction.

The primary goal of this course is to enhance your understanding of consumer behavior. By the end of the course you will be knowledgeable about consumer psychology and ways of better meeting people's needs. During this process, you will come to better understand yourself as a target of marketing influence. You will also appreciate how an understanding of consumer psychology can be used to develop powerful marketing techniques and tactics.

Class Format

Our approach to this course will be pretty simple. With each topic, you'll have the opportunity to "learn it" and "apply it". Over the course of the semester, I expect to accomplish 2 things:

1. Introduce you to current theory and practice in consumer behavior based on state of the art knowledge.
2. Develop your abilities to apply consumer behavior concepts to marketing problems.

In order to accomplish these goals, the course format typically involves the following weekly structure:

- Tuesday: Theory development (Lecture and discussion of key theoretical concepts)
- Thursday: Applied insights (In-class exercises, Case analyses, Guest Speakers, Presentations, etc.)

Reading Materials

Book. We will be reading Robert Cialdini's best-selling, *Influence: Science and Practice* (5th ed).

Coursepack. A required coursepack is available through study.net that contains interesting cases and readings from the popular press and academic journals. See the following site:

<https://www.study.net/default.asp#>

Performance Evaluation

Assignment	Individual or Team?	Date Due	Percent of Grade
1. Case Write-up: Dove	Individual	2/20	10%
2. Midterm Quiz	Individual	3/6	15%
3. Case write-up: Retail Pricing	Individual	4/1	10%
4. JCP project	Team	4/24 & 4/25	20%
5. Participation	Individual	4/29 (self-assessment due)	15%
6. Final exam	Individual	5/6	30%

Case Write-Ups (20%)

To facilitate good case discussions, each of you is responsible for submitting a case write-up via Canvas by 7am on the day we discuss each of the following 2 cases:

2/20 Dove: Evolution of a Brand

4/1 Retail Promotional Pricing: When is a Sale Really a Sale?

Case preparation questions for each assignment will be posted on Canvas. Your write-ups should be no more than 3 pages double-spaced.

JCPenney Project (20%: 15% paper + 5% presentation)

JCPenney has experienced severe sales declines and the loss of its core customer as a result of strategies initiated about 2 years ago.

Your group will serve as a consultant to JCP this semester. Your task is to leverage your understanding of consumer behavior to develop strong, innovative, actionable recommendations (based on customer and industry research) that will enhance JCP's growth by restoring credibility with the core customer and also becoming more relevant and attractive to younger consumers. The specific questions that the JCP team is expecting you to answer are as follows (in order of priority):

1. What should JCPenney's brand positioning be? Consider the long history of the brand and changing retail environment as well as customer preferences.
2. How can JCPenney win with value conscious customers without simply offering the deepest discount among competitors?
3. What marketing strategy can JCPenney employ to win back the core customer that left and also bring in new customers that did not shop the brand previously?

4. What can JCPenney change about the shopping experience (online and in stores) to differentiate from other department stores?
5. Which customers are currently underserved by retailers and represent a significant opportunity for JCPenney to go after?

Your key deliverables include:

1. A concise, written summary of your analysis, not to exceed 15 double-spaced pages (Times New Roman 12-pt. or Arial 11-pt. font), not including exhibits. The paper will be due on April 24.
2. A 10 minute presentation to JCP representatives. You will be randomly assigned to present to JCP on Thursday, April 24 or FRIDAY, April 25. Your presentation should be well-organized and should bring your ideas to life in a thoughtful, compelling, and creative way. Don't let your brilliant ideas be overshadowed by a mediocre, boring presentation. You should attend both days of presentations as I expect that we will all learn a great deal from each presentation.

Your project will be judged based on the following:

- How well/completely your paper answers the proposed questions
- Quality of recommendations (e.g., Are they insightful and thorough? Do they build on the information and thoughts presented in the paper? Do they make business sense? Are they feasible? Have opportunity costs been considered? etc.)
- How well your paper presents the ideas and supporting information (Is it thoughtfully organized?)
- Quality and amount of research done (primary, secondary) and its usefulness to answer important questions and to support points
- Quality and creativity in use of class concepts

NOTE: Each team will be assigned to a TA. You are responsible for meeting with your TA as a group once during the semester. It is your opportunity to get helpful criticism regarding your analyses, the strength of your recommendations, and/or the clarity of your presentation.

Midterm Quiz (15%)

Your understanding of the Cialdini text (*Influence: Science and Practice*) will be evaluated in a midterm quiz. Additional details will be provided prior to the quiz.

Final Exam (30%)

The final exam will consist of multiple choice and short answer questions. Topics discussed in class (including guest lectures) and in any of the assigned readings will be fair game.

Please note: Makeup exams will be allowed only for acceptable, documented reasons. Acceptable reasons for a makeup exam include severe illness, family emergencies or other unavoidable events.

Class Participation (15%)

Everyone in this class has something valuable to contribute. Thus, I want you to share your thoughts, questions, and ideas. Class participation will be evaluated in terms of the quantity, but MUCH more importantly, the quality, of your contributions. Your participation will be evaluated by me as follows:

1. Attendance: Regular (and punctual) class attendance is a signal of your commitment to the course. FYI: This is supposed to be the easy part.
2. Class preparation: You should always be prepared to discuss the concepts, topics and issues for a particular session. You will be called upon to do so. Discussions with me and your colleagues is the best opportunity to demonstrate that you are thinking about topics, relating these topics to one another and to material learned elsewhere. It is also good practice for whatever career path you choose.
 - a. Note: You will have a few assignments (e.g., Music Assignment, Top 10 list) that will not be officially graded but will be considered as elements of "participation."
3. Guest presentations: You will also earn class participation points by attending all guest presentations and getting involved in the discussion (i.e., asking and responding to insightful questions).
4. Comments from your fellow classmates- see information below.

Apart from my evaluation of your participation, it is important to me that you each take the time to honestly reflect on your own participation—your strengths and weaknesses. Thus, I will ask you to assign yourself a participation grade at the end of the semester. You will be asked to write a 1-page report that explains and justifies the participation grade that you have given yourself. Your evaluation should consider the elements listed above and should be scored on a scale such that 1 = worst possible participation and 15 = highest possible participation.

You will also be asked to write a paragraph about one student who has enhanced your learning in this course. (This can be a student who was particularly insightful and helpful in a group project, someone who helped you think about an issue in a new way in class, etc.). These comments will be taken into consideration when final participation grades are assigned. Note: I will not share these comments, but you are welcome to share them with one another. Everyone appreciates hearing something nice every once in a while.

Other Useful Course Info:

All case write-ups and papers should be uploaded to Canvas (<http://wharton.instructure.com>). (Note: Only 1 person per group needs to upload your group projects.) All assignments are due by 7am on their due date. Late assignments will not be accepted.

Students who are already enrolled, but do not yet have a Wharton computing account can create one using this site: <http://accounts.wharton.upenn.edu>. There is an e-mail link for sending questions if you need further assistance.

Optional: I am available for "take your professor to lunch." You can sign up through Canvas. This is a nice, fun way for me to get to know you on an informal basis outside of class. This is completely optional and has no effect on your grade or status in the course.

Class Policies

Name Cards: I will provide each student with a name card. Please use name cards at **each class session** throughout the term (even if you think everyone knows your name). If you forget to bring your name card to class, please create a temporary one to use that day.

Promptness: To minimize disruptions, please try not to come late or leave early.

Laptops: To encourage an active and engaging environment, please do not use laptops, tablets, or mobile phones in class.

Academic Honesty: You are reminded of the university policy on academic honesty. Transgressions will result in a grade of zero and judicial proceedings.

Course Schedule

Date	Description	Readings/Cases/Speakers	Assignments to be submitted via Canvas
Course Introduction			
Thursday, 1/16	Introductions, Course Overview		
Marketing Research			
Tuesday, 1/21	Theory Development	Consuming Rituals of the Suburban Tribe How Companies Learn Your Secrets	
Thursday, 1/23	Applied Insights	In-class exercise	Submit your group title and list of members in class
Motivation			
Tuesday, 1/28	Theory Development, pt 1	Luxury for the Masses Take VALS survey: http://www.strategicbusinessinsights.com/vals/presurvey.shtml *Have you started reading <i>Influence: Science and Practice</i> yet???	
Thursday, 1/30	Applied Insights	Guest Speaker: Grey Group (Strategic Planning) (Watch the Super Bowl on Sunday!...At least the commercials ☺)	
Tuesday, 2/4	Theory Development, pt 2	Your Loyalty Program is Betraying You *Have you met with your group yet to discuss the JCP project? What questions do you have for our JCP speaker? This is your opportunity to make sure you understand the situation and your task.	

Thursday, 2/6	Applied Insights	Guest Speaker: JCPenney Read JCP case (Pt. A & B) as background info	
Exposure, Attention, Perception			
Tuesday, 2/11		No class on 2/11—in exchange for having class on FRIDAY, April 25 (for JCP Presentations)	
Thursday, 2/13	Theory Development	Influence of Beer Brand Identification on Taste Perception Anywhere the Eye Can See, It's Likely to See an Ad <i>The 22 Immutable Laws of Branding</i> , Ries & Ries, Ch. 3 (The Law of Publicity)	
Tuesday, 2/18	Applied Insights	Guest Speaker: Grey Group (Sports Consultant) 9am section: Please try to attend either the 10:30am or 1:30pm section. If your schedule does not permit, the session will be recorded.	
Thursday, 2/20	Applied Insights	CASE: DOVE: Evolution of a Brand	Submit case write-up by 7am
Knowledge & Learning			
Tuesday, 2/25	Theory Development	Studying Modern-Day Pavlov's Dogs, of the Human Variety <i>The 22 Immutable Laws of Branding</i> , Ries & Ries, Chapters 5 & 6 (The Law of the Word, The Law of Credentials) Have you finished <i>Influence: Science and Practice</i> yet?	
Thursday, 2/27	Applied Insights	In-class exercise	
Attitudes & Persuasion			

Tuesday, 3/4	Theory Development – Explicit Attitudes	Central & Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement	
Thursday, 3/6	Applied Insights	Midterm Quiz (in computer lab, JMHH 380)	
Spring Break No class on 3/11 or 3/13			
Tuesday, 3/18	Theory Development-Implicit Attitudes & Context Effects	<i>Blink</i> , Gladwell, Ch. 2, “The Secret Life of Snap Decisions” The Soundtrack of Your Life <ul style="list-style-type: none"> • Exercise to complete <i>prior</i> to class today: Go inside of a store or restaurant and spend some time listening to the background music. Be prepared to discuss the music choice in class. 	
Memory			
Thursday, 3/20	Theory Development	<i>Tipping Point</i> , Gladwell, Ch. 3, “The Stickiness Factor”	
Tuesday, 3/25	Theory Development Continued & Applied Insights		
Judgment & Decision-Making			
Thursday, 3/27	Theory Development	<i>The Paradox of Choice</i> , Schwartz, Ch. 3- “Deciding and Choosing” <i>Why We Buy</i> , Underhill, Ch. 8-9, “Shop Like a Man”, “What Women Want”	

Tuesday, 4/1	Applied Insights	CASE: Retail Promotional Pricing: When is a Sale Really a Sale? *Have you met with your TA yet to discuss the JCP project?	Submit case write-up by 7am
Satisfaction			
Thursday, 4/3	Theory Development	The One Number You Need to Grow Want to Perfect Your Company's Service? Use Behavioral Science <i>The Paradox of Choice</i> , Schwartz, Ch. 8- "Why Decisions Disappoint"	
Tuesday, 4/8	Applied Insights	Guest Speaker: Macy's	
SPECIAL TOPICS			
Culture			
Thursday, 4/10	Theory Development and Applied Insights	How Nike Figured Out China In India, a Retailer Finds Key to Success is Clutter	
Psychology of Money			
Tuesday, 4/15	Theory Development and Applied Insights	If Money Doesn't Make You Happy, Then You Probably Aren't Spending it Right The Money-Empathy Gap	
Darkest and Brightest Sides of Marketing			
Thursday, 4/17	Theory Development and Applied Insights	Don't! The Secret of Self-Control Yielding to Temptation: Self-Control Failure, Impulsive Purchasing, and Consumer Behavior	

Tuesday, 4/22	Applied Insights	Guest Speaker: Warby Parker	
CONSOLIDATING...			
Thursday, 4/24	Field Project Presentations		Submit Field Project Paper by 7am
Friday, 4/25	Field Project Presentations	(We will be in JMHH 260 on this day)	
Tuesday, 4/29	Wrap-Up	Create Your Top-10 list: What are the top 10 things you think people should know about consumer behavior? Be prepared to discuss in class.	Submit Class Participation write-up by 7am
FINAL EXAM Tuesday, 5/6 from 3-5pm			

*All dates, activities and materials are subject to change.