

Syllabus

Marketing 211 – Spring 2015

Consumer Behavior
MW 10:30am-Noon
JMHH 370

Basic Information:

Professor: Keith E. Niedermeier, Ph.D.
750 Jon M. Huntsman Hall
215-898-1700
keith1@wharton.upenn.edu

Office Hours: Weds 1:30-3pm and by appointment

TA: Jun Sasaki MBA15 - junsa@wharton.upenn.edu

Text: Consumer Behavior, 6th edition, by Hoyer,
MacInnis & Pieters

Course packet available at Reprographics/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 customer 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.

Exams

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 one 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. You may choose any one of the cases to complete this assignment.

Group Project

Groups will present on a current issue in consumer behavior. More details will follow. The presentation will be 25% 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/>

Grading:

Your final grade will be determined in the following manner:

Two exams (25% each)	50%
One case reports	10%
Group Project	25%
Participation/Attendance	<u>15%</u>
	100%

<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%

Case Questions

Introducing New Coke

1. What was the meaning of Coke's brand? How did they create this meaning?
2. What brand image was Pepsi trying to create? How did they create it?
3. Coke invested a substantial amount of money researching the reformulation of its flagship product, but they still got it very wrong. Were they focusing on the right research questions? What was their focus? What questions should they have asked? How should they have approached the problem?
4. What are the take away lessons? Managerial implications?

Burberry Case

1. Examine the brand meaning and associations of Burberry at (a) its classic height and (b) just prior to Bravo's arrival. Describe how the brand has been elevated since Bravo's arrival. What tactics were used to resurrect the brand? Ultimately, how is the brand now positioned and what are the associations?
2. How did Bravo simultaneously elevate the brand while also extending the customer base?
3. As seen in Question 2, this case is filled with paradoxes: classic *and* trendy, functional *and* aspirational, iconic *and* cutting edge, Stella Tenant *and* Kate Moss, etc. Why are these paradoxes important? How are the paradoxes relevant to the brand meaning? How can these associations be managed and, given the apparent inconsistencies, can consumers have consistent expectations with such a strategy?

Southwest/Euro-air

1. Both of these cases involve customer dissatisfaction. In the Southwest case, why is Ms. Bast dissatisfied and what should the airline do about it? At the time of the case, why does Southwest choose not to change its policies to satisfy its most frequent flyers? What have they done since the case to address these problems and why are they able to do it (you can check their website for policy changes)?
2. In the Euro-Air case, how should Ms. Gold respond to Mr. Boyd?
3. How does social-exchange/equity theory inform the solution for both cases?

Make sure to focus on consumer behavior and not operations

Tentative Class Schedule:

<u>Date</u>	<u>Reading/topic</u>
Jan 14	Ch 1 - Introduction: What is consumer behavior?
Jan 19	No Class – MLK Day
Jan 21	Appendix: Developing Information about consumer behavior research
Jan 26	Ch 2 - Motive, ability, & opportunity
Jan 28	Case 1: Introducing New Coke
Feb 2	Ch 3 - Exposure, attention, & perception
Feb 4	Ch 7 - Memory & retrieval
Feb 9	Memory & retrieval (cont.)
Feb 11	Ch 4 - Knowledge and understanding
Feb 16	Knowledge and Understanding (cont.)
Feb 18	Case 2: Burberry
Feb 23	Ch 5 & 6 – Attitudes (Guest - Prof. Barbara Kahn)
Feb 25	<i>Group Work Day – Outline due March 2</i>
Mar 2	High vs. low effort attitude change
Mar 4	From attitudes to behavior
Mar 9-13	No Class – Spring Break
Mar 16	Ch 8 - Problem recognition and info search
Mar 18	Exam 1
Mar 23	Ch 9 & 10 - Judgment & decision making
Mar 25	Judgment & decision making (cont.)

Mar 30	Applied Topic: Investor Psychology
Apr 1	Ch 11 - Post decision processes
Apr 6	Post decision processes
Apr 8	Case(s) 3 - Euro-Air/ Southwest Airlines
Apr 13	Customer Loyalty
Apr 15	Ch 15 - Social influence and compliance
Apr 20	Group Presentations
Apr 22	Group presentations
Apr 27	Group Presentations
Apr 29	Exam 2