

Syllabus

Marketing 211 – Fall 2015

Consumer Behavior
TR 1:30pm-3pm

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:

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

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 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.

Course Policy

**Attendance on the first day of class is mandatory. If you are not in a seat by the second day of class, you may not take the course. No exceptions.

**No electronic devices are permitted in class.

July 23, 2015

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. The project 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%

Notice

Copyright 2015 - Keith Niedermeier. All federal and state copyrights reserved for all original material presented in this course through any medium, including lecture and print. Any copyrighted material provided in this course is for your personal, noncommercial use and may not be copied and distributed to others without the prior permission of the copyright owner. Individuals are prohibited from being paid for taking or transferring their class notes without the express written permission of Keith Niedermeier.

My lectures are my own original expression and they are protected by state common law and federal copyright law. You are of course authorized to take notes in class for your own personal, noncommercial use. You may share them with other course participants, but you may not distribute them to anyone else without my prior permission.

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. What key factors were responsible for the brand's decent?
2. 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?
3. 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

211 Group Project - 2015

For this project, you should imagine that your team is consulting for a firm or organization looking for insights into a consumer behavior problem. The presentation should be approached like a consulting report highlighting key consumer behavior theories, findings, and research to solve an applied consumer behavior problem. The presentation should include:

- Problem definition and objectives
- Literature review including references to primary research found in journals such as *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Psychology and Marketing*, and *Journal of Public Policy and Marketing*.
- Utilization of book/class concepts
- Primary research such as a survey or focus group
- Managerial recommendations
- Work cited and appendix with supporting material

1. Choose your own teams on Canvas. Teams must have five members. I reserve the right to adjust teams or add members if necessary.
2. Choose your topic. Suggestions will be made later, but you can certainly choose your own. The deadline for choosing your team, topic, and submitting an outline is **October 20**. I reserve the right to adjust topics or project scale if necessary. No topic may be chosen by more than one group.
3. October 29 class time is dedicated to preparation for the team project.
4. Presentations will be **November 24, December 1, and December 3**. Presentation order will be by team number order. I reserve the right to adjust the presentation order if necessary.
5. All projects are due at 1:30pm on **Tuesday, November 24**. The deliverable is a PPT deck with all required elements. You will have 10 minutes plus Q&A to present.
6. All team members will receive the same grade for the project (25%). Failure to adequately contribute to your team's project will negatively affect your individual grade and participation grade.

Tentative Class Schedule:

<u>Date</u>	<u>Reading/topic</u>
Aug 27	Ch 1 - Introduction: What is consumer behavior?
Sept 1 Sept 3	Appendix: Consumer behavior research Ch 2 - Motive, ability, & opportunity
Sept 8 Sept 10	Case 1: Introducing New Coke Ch 3 - Exposure, attention, & perception
Sept 15 Sept 17	Ch 7 - Memory & retrieval Memory & retrieval (cont.)
Sept 22 Sept 24	Ch 4 - Knowledge and understanding Knowledge and Understanding (cont.)
Sept 29 Oct 1	Case 2: Burberry Ch 5 & 6 – Attitudes
Oct 6 Oct 8	High vs. low effort attitude change NO CLASS – Fall Break
Oct 13 Oct 15	From attitudes to behavior Exam 1
Oct 20 Oct 22	Ch 8 - Problem recognition and info search Ch 9 & 10 – High effort decisions
Oct 27 Oct 29	Low effort decisions Group Project Work Day
Nov 3 Nov 5	Applied Topic: Investor Psychology Ch 11 - Post decision processes
Nov 10 Nov 12	Case(s) 3 - Euro-Air/ Southwest Airlines Customer Loyalty
Nov 17 Nov 19	Ch 15 - Social influence Compliance
Nov 24 Nov 26	Group Presentations NO CLASS - Thanksgiving Break
Dec 1 Dec 3	Group presentations Group Presentations
Dec 8	Exam 2