

**MKTG952301 - Information Processing Perspectives on Consumer Behavior - Part A**

Wednesday 1:30pm - 4:20pm First Half semester Mini-course

JMHH 741 (Large Conference Room in Marketing Department Suite)

Spring 2017A

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**INSTRUCTOR****Americus Reed****Website:** <https://marketing.wharton.upenn.edu/profile/204/>**Email:** [amreed@wharton.upenn.edu](mailto:amreed@wharton.upenn.edu)**Office:** JMHH 764**COURSE DESCRIPTION**

The purpose of this seminar is to provide graduate students with a solid foundation for critical thinking and research in psychology and marketing on information processing related topics. Topics of discussion include consumer knowledge (learning, memory and categorization), attitude theory, persuasion, affect and social influence. The course draws from the literature in marketing, psychology and economics. The course will enable students to conceptualize, operationalize, and develop research ideas. Therefore, the focus is on understanding theoretical and methodological approaches to various aspects of consumer behavior, as well as advancing this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base. (Formerly part of MKTG 963)

**PREREQUISITES**

Permission of the Instructor. To obtain a permit for this course, email the Instructor and cc the Marketing Department Course Coordinator ([resslerk@wharton.upenn.edu](mailto:resslerk@wharton.upenn.edu)).

**COURSE MEETING DATES:**

Day	Date	Topic
Wednesday	January 11	No class (University operates on a Monday schedule)
Wednesday	January 18	1. First day of class
Wednesday	January 25	2.
Wednesday	February 1	3.
Wednesday	February 8	4.
Wednesday	February 15	5.
Wednesday	February 22	6.
Wednesday	March 1	7. Last day of class