

Syllabus

Marketing 211 – Spring 2018

Consumer Behavior

TR 1:30pm-3pm (Section 3) and 3pm-4:30pm (Section 4)

Basic Information:

Professor: Shiri Melumad, Ph.D.
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Office hours: By appointment

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Section 4: Chanelle Lansley
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Text: Consumer Behavior, 7th ed., by Hoyer,
MacInnis & Pieters

Cases available at study.net

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.

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.

Lecture slides will NOT be distributed prior to class, but will be made available for download in .pdf format after the conclusion of class. They can be found in the “files” folder on Canvas.

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. The first exam will focus on material covered in the first half of the course, the second exam will focus on material covered in the second half (it will not be cumulative). The exams will include multiple choice and open-ended (short essay) questions.

Burberry Group Case Report

You must write one 1000 word (maximum) report about the Burberry case (case #2). The report should address the seven questions about the case listed in the **Cases** section below. Reports are due the day the case is listed on the class schedule. The report will count as 10% of your grade. This is a group assignment (to be completed with your project team).

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. 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/>

Tentative Class Schedule

Day	Date	Reading/Topic
Thursday	January 11	Ch 1 - Introduction: What is consumer behavior?
Tuesday	January 16	Appendix: Consumer behavior research
Thursday	January 18	Ch 2 - Motive, ability, & opportunity
Tuesday	January 23	Case 1: Introducing New Coke
Thursday	January 25	Ch 3 - Exposure, attention, & perception (Decide groups by today)
Tuesday	January 30	Ch 4 - Memory
Thursday	February 1	Memory (cont.)
Tuesday	February 6	Schemas/Knowledge and understanding
Thursday	February 8	No class
Tuesday	February 13	Case 2: Burberry (Group case report due today)
Thursday	February 15	Ch5 & 6–Attitudes
Tuesday	February 20	Persuasion
Thursday	February 22	Exam 1
Tuesday	February 27	In-class group project proposal meetings
Thursday	March 1	Customer Satisfaction (Group project proposal due)
Tuesday	March 6	No Class - Spring Break

Thursday	March 8	No Class - Spring Break
Tuesday	March 13	Research Application: New Technologies for Consumer Research
Thursday	March 15	Ch 7 - Problem recognition and info search
Tuesday	March 20	Ch 8 – High effort decisions
Thursday	March 22	Ch 9 - Low effort decisions
Tuesday	March 27	Ch 10 - Post decision processes
Thursday	March 29	Research Application: Consumers and Goals
Tuesday	April 3	Research Application: Consumers and Technology
Thursday	April 5	Ch 11 - Social influence
Tuesday	April 10	Group Presentations
Thursday	April 12	Group Presentations
Tuesday	April 17	Group Presentations
Thursday	April 19	Wrap Up
Tuesday	April 24	Exam 2

Grading

Your final grade will be determined in the following manner:

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

Cases

Introducing New Coke (In-class discussion, January 23)

This case reviews the factors that led to one of history's most famous marketing missteps: Coke's 1985 decision to replace its classic formula with New Coke. Be prepared to discuss in class the following questions as well as other aspects of the case:

1. What was the meaning of Coke's brand? How did they create this meaning?
2. What brand image and positioning 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?

(Continued on the next page)

Cases, cont.

Burberry Case (Group case report, February 8)

This case explores the challenges that arise when managing a luxury retail brand. In addition to discussing the case in class, each project team is expected to submit a 1000 word (maximum) written analysis of the case that addresses the following 3 questions:

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?

Group Project

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 (must identify a real-world problem)
- 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 by **January 25th**.
2. Choose your topic. There will be an in-class project formulation day on **February 22** where project teams, working in groups, will identify a project topic in consultation with the professor. The deadline for submitting your final outline is **February 27th**. No topic may be chosen by more than one group.
3. Presentations will be **April 10th, 12th, and 17th**. Presentation order will be determined randomly. I reserve the right to adjust the presentation order if necessary.
4. All projects are due at 1:30pm on **April 10th**. The deliverable is a PPT deck with all required elements. You will have approximately 10-20 minutes plus Q&A to present. The PPT deck can include additional material beyond your 10-20 minute presentation (the amount of time you will be asked to present your project will be determined based on the size of your section).
5. 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.