Syllabus

Marketing 711 – Spring 2020

Consumer Behavior

Basic Information:

Professor:	Keith E. Niedermeier, Ph.D.
	750 Jon M. Huntsman Hall
	215-898-1700
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Office Hours:	by appointment

TA:	Lisa Cohen
	cohenl@wharton.upenn.edu

Readings:	One or two short articles will be assigned for each class and will be posted on Canvas and/or 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 is not to simply learn the material, rather it is to integrate and apply the material. By the end of the class, 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 will be posted ahead of each class. 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.

Exam

There will be one take-home examination that will count as 35% of your final grade. Everything discussed in class and in the assigned readings may appear on an exam. **The final exam will be due on Canvas by 12:30pm PST on Friday, February 21.**

Case Reports

You must write two 1000-word (maximum) case reports. Reports are due the day the case is listed on the class schedule. Reports can take any format, but you must address the case question listed below. Each report will count as 10% of your grade. This is an individual assignment. Specific prompts for each case are listed below.

Customer Journey Report

You must submit a customer journey map/report. The journey map itself should be a one-page graphic representation of a customer journey. You can include 2-3 pages of additional explanation addressing your research and how you created the map. The topic (your own company, your own consumption experience, a local business, etc.) is entirely up to you. The goal is for you to demonstrate your understanding of a *class concepts* and your ability to *apply it* to a real-world consumption experience. **The report will be due on canvas by 12:30pm PDT on Friday, February 21.**

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 20% 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: https://catalog.upenn.edu/pennbook/code-of-academic-integrity/

Grading:

Your final grade will be determined in the following manner:

One take home exam	35%
Two written reports (10% each)	20%
Customer Journey report	25%
Participation/Attendance	20%
	100%

Grade	Distribution
A+/A/A-	25-35%
B+/ B/B-	60%
C+ and below	5-15%

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?

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?

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?

4. 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)?

Make sure to focus on consumer behavior and not operations

Tentative Class Schedule

Friday, January 10   **9:30am-12:30pm (3 hrs)**

    Introduction: What is consumer behavior?
    The Customer Journey
    Consumer behavior research and approaches

Friday, January 24   **2pm-5pm (3 hrs)**

    The Psychological Core: motive, ability, & opportunity
    The Psychological Core: exposure, attention, perception, & memory

Friday, January 24   **5:15pm-7:15pm (2 hrs)**

    Case 1: Introducing New Coke
    Attitudes and Attitude Change

Saturday, January 25   **9:00am-Noon (3 hrs)**

    Attitudes and Attitude Change (Cont.)
    The Customer Decision Making Process

Thursday, February 6   **9:30am-12:30pm (3 hrs)**

    Customer Loyalty

Saturday, February 8   **8:00am-9am (1hr)**

    Case(s) 3 - Euro-Air/Rapid Rewards at Southwest Airlines

Saturday, February 8   **9:00am-noon (3 hrs)**

    Additional Frameworks
    Applied Topic: Investor Psychology
    and wrap up
    Final Exam assigned

Customer Journey Map & Final Exam due on Canvas by 12:30pm PDT on Friday, February 21

Recommended Reading

Predictably Irrational by Dan Ariely – very easy read that focuses mostly on Ariely's research, but gives a lot of insight into framing and consumers' systematic biases.

Buyology: The Truth and Lies About Why We Buy by Martin Lindstrom – Good read that covers a lot of neuroscience research.

Influence: The Psychology of Persuasion by Robert Cialdini – Fun book that is required for a good understanding of persuasion and compliance.

The Paradox of Choice: Why More is Less by Barry Schwartz – Interesting thesis on complexity and choice.

Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath – Discusses many social influence issues as they relate to diffusion of innovations.

Contagious – Jonah Berger – Good treatment of what makes things go viral.

Marketing for Financial Advisors: Build your Business, Bring in Clients, and Establish Your Brand by Eric Bradlow, Keith E. Niedermeier, & Patti Williams - For those of you with interests in Financial Services, this book has comprehensive sections on behavioral finance and investor psychology.