

Syllabus

Marketing 211 Section 3 – Spring 2021

Consumer Behavior

Tuesdays and Thursday, 09:00am - 10:30am EST Online

Instructor

Dr. Daniela Schmitt

dschmitt@wharton.upenn.edu

Office Hours: Thursdays 10:30am – noon EST or by appointment

Teaching Assistant

Devishi Sarda

devishi@sas.upenn.edu

Course Description

The purpose of this course is to provide you with a working knowledge of the major theories and research findings in the area of consumer 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.

Online Class Attendance and Participation

All lectures of the course will be live on Zoom and will be recorded. Attendance is required only for the day of your presentation, but attendance to all lectures is highly recommended.

Class participation is mandatory to do well in this class. You are expected to log on to each class prepared to discuss the current topic and meaningfully participate in class discussions, exercises, and guest lectures. On top of that, the Canvas site will include a discussion board (Piazza) where you are encouraged to share additional materials, ask questions, and engage in discussions about course materials. Your grade will increase the more helpful you are to others and the more interesting content you contribute. Being active on this board will consist of your participation grade and you can use it to make up for a missed participation opportunity if you couldn't make it to a live class.

Important Note re: Class Recordings

Class recordings are made for the benefit ONLY of enabling students who must miss a class to have access. Any personal recording or other non-academic use of class sessions is strictly prohibited.

Lecture Slides

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.

Required Reading

There are two cases required for this course. They are available on study.net.

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).

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.

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/>

Recommended Text

There is no text book required for this class. Recommended supplementary material:

Consumer Behavior, 7th ed., by Hoyer,

MacInnis & Pieter

Tentative Class Schedule

Day	Date	Topic
Thursday	January 21	Ch 1 - Introduction: What is consumer behavior?
Tuesday	January 26	Appendix: Consumer Behavior Research
Thursday	January 28	Ch 2 - Motive, Ability, & Opportunity
Tuesday	February 2	Case 1: Introducing New Coke
Thursday	February 4	Ch 3 - Exposure, Attention, & Perception (Decide groups by today)
Tuesday	February 9	Ch 4 - Memory
Thursday	February 11	Memory (cont.)
Tuesday	February 16	Schemas/Knowledge and Understanding
Thursday	February 18	Case 2: Burberry (Group case report due today)
Tuesday	February 23	Ch 5 & 6 - Attitudes & Persuasion
Thursday	February 25	Exam 1
Tuesday	March 2	Ch 5 & 6 - Attitudes & Persuasion
Thursday	March 4	In-Class Group Project Proposal Meetings
Tuesday	March 9	Research Application Lecture by Prof. Gideon Nave
Thursday	March 11	No Class - Spring Break
Tuesday	March 16	Guest Lecture: Opinary (Group project proposal due)
Thursday	March 18	Ch. 7 - Problem Recognition and Info Search
Tuesday	March 23	Ch. 8 & 9 - High & Low Effort Decision Making
Thursday	March 25	Ch. 10 - Customer Satisfaction & Post Decision Processes
Tuesday	March 30	No Class
Thursday	April 1	Ch. 11 - Social Influence
Tuesday	April 6	Guest Lecture: Microsoft
Thursday	April 8	Key Learning Points – Summary & Outlook
Tuesday	April 13	Guest Lecture: Studio71
Thursday	April 15	Group Presentations
Tuesday	April 20	Group Presentations
Thursday	April 22	Group Presentations
Tuesday	April 27	Guest Lecture: Facebook
Thursday	April 29	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, February 2)

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 18)

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 descent?
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
- 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 **February 4th**.
2. Choose your topic. There will be an in-class project formulation day on **March 4th** where project teams, working in groups, will identify a project topic in consultation with the professor. The deadline for submitting your final outline is **March 16th**. No topic may be chosen by more than one group.
3. Presentations will be **April 15th, 20th, and 22nd**. Presentation order will be determined randomly. I reserve the right to adjust the presentation order if necessary.
4. All projects are due at 09:00am on **April 15th**. The deliverable is a PPT deck with all required elements. The amount of time for your presentation will depend on your class size and the number of groups in your class. It will likely range from 10-20 minutes, including Q&A. The PPT deck can include additional material beyond your 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.