

**Tentative Syllabus**  
**Marketing 211 – Fall 2021**

Consumer Behavior  
MW 8:30am – 10:00am SHDH 107 (section 1)  
MW 10:15am – 11:45am SHDH 107 (section 2)

**Basic Information**

Professor: Wendy De La Rosa  
750 Jon M. Huntsman Hall  
[wendyde@wharton.upenn.edu](mailto:wendyde@wharton.upenn.edu)

Office hours: By appointment  
TA: TBD

Recommended Text: Consumer Behavior, 7<sup>th</sup> ed., by Hoyer, MacInnis, and Pieters  
Cases available at [study.net](http://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 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 has tactical benefit, the emphasis will be on broadly understanding consumers with an eye toward strategic insights.

**Course Policy**

No electronic devices are permitted in class.

## **Lectures and Recommended Readings**

Classes will be interactive, and you are highly encouraged to ask questions and participate in class. While the textbook readings are not mandatory, they are recommended as a complement to the points discussed during lecture. Readings will be most effective as a complement to lectures if completed by the day they are listed on the class schedule.

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. All course material covered in the lectures 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 three bulleted questions (comprised of seven sub-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

Fall 2021 – Full Semester Course			
Lecture	Day	Date	Topic
1	Wed	Sept 1	Ch. 1: Introduction - What is consumer behavior?
	Mon	Sept 6	No Class
2	Wed	Sept 8	Appendix: Consumer behavior research
3	Mon	Sept 13	Ch. 2: Motive, ability, and opportunity
4	Wed	Sept 15	Case 1 - Introducing New Coke
5	Mon	Sept 20	Ch. 3: Exposure, attention, and perception <b>(Finalize group project teams by today at 8am)</b>
6	Wed	Sept 22	Ch. 4: Memory
7	Mon	Sept 27	Memory (cont.)
8	Wed	Sept 29	Schemas / Knowledge and understanding
9	Mon	Oct 4	Ch. 5-6: Attitudes
10	Wed	Oct 6	<i>Guest Lecture: Industry Experts</i> <i>Ashley Woodruff, Product Manager, Spotify</i>
11	Mon	Oct 11	Case 2: Burberry <b>(Group case report due today at 8am)</b>
12	Wed	Oct 13	Persuasion
13	Mon	Oct 18	<i>Guest Lecture: Industry Experts</i> <i>Quinnton Harris, CEO and Co-Founder, Retrospect</i> <i>Oladoyin Oladapo, CEO and Founder, Window</i>
14	Wed	Oct 20	In-class group project proposal meetings <b>(come ready to discuss potential group project topics)</b>

15	Mon	Oct 25	<b>Exam 1</b>
16	Wed	Oct 27	Customer Satisfaction <b>(Group project proposal outline due today at 8am)</b>
17	Mon	Nov 1	Ch. 7: Problem recognition and information search
18	Wed	Nov 3	Ch. 8: High effort decisions
19	Mon	Nov 8	Ch. 9: Low effort decisions
20	Wed	Nov 10	Ch. 10: Post decision processes  <i>Recommended listening: “Land of the Giants: The Rise of Amazon” podcast, Episode 1: “Why You’ll Never Quit Amazon Prime”</i> <i>(<a href="https://lnns.co/EHYvUGxa_qo">https://lnns.co/EHYvUGxa_qo</a>)</i>
21	Mon	Nov 15	<i>Guest Lecture: Industry Expert Jimmy Chen, CEO and Co-Founder, Propel</i>  <i>Recommended reading: Propel Case</i>
22	Wed	Nov 17	Ch. 11: Social influence
23	Mon	Nov 22	<b>Group Presentations</b> <b>(final group presentations due today at 8am)</b>
	Wed	Nov 24	No Class
24	Mon	Nov 29	<b>Group Presentations</b>
25	Wed	Dec 1	<b>Group Presentations</b>
26	Mon	Dec 6	Wrap Up
27	Wed	Dec 8	<b>Exam 2</b>

## 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>
<b>Total</b>	<b>100%</b>

## Cases

### Introducing New Coke (In-class discussion, September 9<sup>th</sup>)

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, October 5<sup>th</sup>)

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 three 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 (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 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 **September 20<sup>th</sup>**.
2. Choose your topic. There will be an in-class project formulation day on **October 20<sup>th</sup>** where project teams, working in groups, will identify a project topic in consultation with the professor. The deadline for submitting your proposal outline is **October 27<sup>th</sup>**. No topic may be chosen by more than one group.
3. Presentations will be **November 22<sup>nd</sup>**, **November 29<sup>th</sup>**, and **December 1<sup>st</sup>**. Presentation order will be determined randomly. I reserve the right to adjust the presentation order if necessary.
4. **All projects are due at 8:00am on November 22<sup>nd</sup>**. 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.