

Tentative Syllabus (Updated August 9, 2022)
Marketing 211 – Fall 2022
Consumer Behavior
TR 1:45pm-3:15pm (Section 3),
and 3:30pm-5pm (Section 4)

Basic Information:

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

TA: Section 3: Ariana Wiltjer
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Section 4: Sydney Woods
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Recommended 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 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. **AS COVID PRECAUTION, ALL STUDENTS ARE REQUIRED TO WEAR A MASK DURING 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. All classes are recorded and posted on Canvas after class.

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. This class does not offer a hybrid option. If you test positive for COVID and cannot attend class, please contact your TA. You will still be responsible for all class content (which will be available via class recordings on Canvas).

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 | Topic/Recommended Reading |
|----------|--------------|--|
| Tuesday | August 30 | Ch 1 - Introduction: What is consumer behavior? |
| Thursday | September 1 | Appendix: Consumer behavior research |
| Tuesday | September 6 | Ch 2 - Motive, ability, & opportunity |
| Thursday | September 8 | Case 1: Introducing New Coke <i>(Decide teams by today)</i> |
| Tuesday | September 13 | Ch 3 - Exposure, attention, & perception |
| Thursday | September 15 | Ch 4 – Memory |
| Tuesday | September 20 | Memory (cont.) |
| Thursday | September 22 | Schemas/Knowledge and understanding |
| Tuesday | September 27 | Ch 5 & 6–Attitudes |
| Thursday | September 29 | Case 2: Burberry <i>(Group case report due today)</i> |
| Tuesday | October 4 | Persuasion |
| Thursday | October 6 | No class (Fall Break) |
| Tuesday | October 11 | In-class group project proposal meetings |
| Thursday | October 13 | Customer Satisfaction (<i>covered in Exam 2</i>) |
| Tuesday | October 18 | Exam 1 |
| Thursday | October 20 | No class <i>(Group project proposal due)</i> |
| Tuesday | October 25 | <i>Research Application:</i> Consumers and Technology |

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| Thursday | October 27 | Ch 7 - Problem recognition and info search |
| Tuesday | November 1 | Ch 8-High effort decisions |
| Thursday | November 3 | Ch 9-Low effort decisions |
| Tuesday | November 8 | <i>Research Application:</i> Consumers and Goals (Professor Marissa Sharif, The Wharton School) |
| Thursday | November 10 | <i>Guest lecture:</i> Gil Eyal, CEO and Co-founder, HYPR |
| Tuesday | November 15 | Ch 10 - Post decision processes (Professor Robert Meyer, Co-Director of the Technology and Behavioral Science Initiative, The Wharton School) <i>Recommended listening:</i> “Land of the Giants: The Rise of Amazon” podcast, Episode 1: “Why You’ll Never Quit Amazon Prime” https://lnns.co/EHYvUGxa_go |
| Thursday | November 17 | Ch 11 - Social influence |
| Tuesday | November 22 | Group presentations |
| Thursday | November 24 | No class |
| Tuesday | November 29 | Group presentations |
| Thursday | December 1 | Group presentations |
| Tuesday | December 6 | Wrap up |
| Thursday | December 8 | 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, September 8th)

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, September 29th)

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 (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 8th**.
2. Choose your topic. There will be an in-class project formulation day on **October 11th** where project teams, working in groups, will identify a project topic in consultation with the professor. The deadline for submitting your final outline is **October 20th**. No topic may be chosen by more than one group.
3. Presentations will be **November 22nd**, **November 29th**, and **December 1st**. Presentation order will be determined randomly. I reserve the right to adjust the presentation order if necessary.
4. All projects are due by **1:45 pm on November 22nd**. 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.