

**Syllabus**  
**Marketing 211 – Spring 2022**  
Consumer Behavior  
TTH 1:45-3:15; 3:30-5:00

**Basic Information:**

Professor: Marissa Sharif, Ph.D.  
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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.

## **Lecture**

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 (50%)**

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).

## **Case Reports (10%)**

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 (25%)**

Groups will present on a current issue in consumer behavior. The project will be 25% of your grade. Please be a good group member and equally contribute to the project. Each group member will rate other members in the group and will be a factor to determine your individual grade for the project.

## **Class Attendance, In-Class Assignments, and Participation (15%)**

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, complete in-class assignments, and meaningfully participate in class exercises. There will be a series of in class assignments/activities to ensure that you will need to complete to ensure that you understand the class concepts. This will be broken down by 6% attendance (showing up to class), 6% in-class

assignments, and 3% in-class participation. You can miss **2 classes** with no impact to 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, 7<sup>th</sup> ed., by Hoyer,  
MacInnis & Pieters

### Tentative Class Schedule (Supplemental Reading is in Parentheses)

Day	Date	Reading/Topic
Thursday	January 12	Introduction: What is consumer behavior? (Chapter 1)
Tuesday	January 17	Appendix: Consumer behavior research
Thursday	January 19	Motive, ability, & opportunity (Chapter 2)
Tuesday	January 24	Case 1: Introducing New Coke ( <b>Case report due today</b> )
Thursday	January 26	Ch 3 - Exposure, attention, & perception ( <b>Decide groups by today</b> )
Tuesday	January 31	Memory (Chapter 4)
Thursday	February 2	Memory (cont.)
Tuesday	February 7	Schemas/Knowledge and understanding
Thursday	February 9	Case 2: Burberry ( <b>Case report due today</b> )
Tuesday	February 14	Attitudes and Persuasion (Chapter 5 &6)
Thursday	February 16	Attitudes and Persuasion (Chapter 5 &6)
Tuesday	February 21	Exam 1
Thursday	February 23	In Class Group Proposal Meetings
Tuesday	February 28	Implementing an Experiment
Thursday	March 2	No Class ( <b>Group Project Proposal Due</b> )
Tuesday	March 7	Spring Break
Thursday	March 9	Spring Break
Tuesday	March 14	Problem Recognition and Info Search (Chapter 7)
Thursday	March 16	High Effort Decision Making (Chapter 8)

Tuesday	March 22	Low Effort Decision Making (Chapter 9)
Thursday	March 24	Research Application: Consumers & Goals
Tuesday	March 29	Customer Satisfaction & Post Decision Processes (Chapter 10)
Thursday	March 30	Research Application: Consumers & Technology
Tuesday	April 4	Research Application: Consumers & New Technology
Thursday	April 6	Social Influence (Chapter 11)
Tuesday	April 11	Group Presentations
Thursday	April 13	Group Presentations
Tuesday	April 18	Group Presentations
Thursday	April 20	Wrap Up
Tuesday	April 25	Exam 2

## Grading

Your final grade will be determined in the following manner:

Two exams (20% each)	50%
Case Report [1] [SEP]	10%
Group Project	25%
Participation/Attendance	<u>15%</u>
	100%

## Cases

### Introducing New Coke

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 (Case Report due February 9)

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
- 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
- One Experiment
- Managerial recommendations
- Work cited and appendix with supporting material

1. Choose your own teams on Canvas by **January 26<sup>th</sup>**.
2. Choose your topic. There will be an in-class project formulation day on **February 23<sup>rd</sup>** 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 2<sup>nd</sup>**. No topic may be chosen by more than one group.
3. Presentations will be **April 11<sup>th</sup>, 13<sup>th</sup>, and 18<sup>th</sup>**. Presentation order will be determined randomly. I reserve the right to adjust the presentation order if necessary.
4. All projects are due by 10:30 am on **April 11<sup>th</sup>**. 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 submit an internal peer review. Failure to adequately contribute to your team's project will negatively affect your individual grade.