

**Tentative Syllabus**  
**Marketing 211 – Fall 2023**  
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: Daniel Palma ([palmada@wharton.upenn.edu](mailto:palmada@wharton.upenn.edu))  
Section 4: Haerin So ([haerin@wharton.upenn.edu](mailto:haerin@wharton.upenn.edu))

Recommended Text: Consumer Behavior, 7<sup>th</sup> ed., by Hoyer,  
MacInnis & Pieters  
  
Cases available at [study.net](http://study.net)

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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 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. You may use generative AI programs (e.g., tools like ChatGPT) to help generate ideas and brainstorm. However, you should note

that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. Beware that use may also stifle your own independent thinking and creativity. You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be cited like any other reference material (with due consideration for the quality of the reference, which may be poor). Any plagiarism or other form of cheating will be dealt with severely under relevant Penn policies.

### **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. Class recordings available upon request.

### **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 or have another ailment 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 upon request).

## **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 29	Ch 1 - Introduction: What is consumer behavior?
Thursday	August 31	Appendix: Consumer behavior research
Tuesday	September 5	Ch 2 - Motive, ability, & opportunity
Thursday	September 7	Case 1: Introducing New Coke
Tuesday	September 12	Ch 3 - Exposure, attention, & perception  <i>(Decide teams by today)</i>
Thursday	September 14	Ch 4 – Memory
Tuesday	September 19	Memory (cont.)
Thursday	September 21	Schemas/Knowledge and understanding
Tuesday	September 26	Ch 5 & 6–Attitudes
Thursday	September 28	Case 2: Burberry  <i>(Group case report due today)</i>
Tuesday	October 3	In-class group project proposal meetings
Thursday	October 5	<i>Research Application:</i> Consumers and Technology
Tuesday	October 10	Persuasion <i>(covered in Exam 2)</i>
Thursday	October 12	No class (Fall Break)
Tuesday	October 17	<b>Exam 1</b>
Thursday	October 19	Customer Satisfaction  <i>(Group project proposal due)</i>
Tuesday	October 24	<i>Guest lecture:</i> Gil Eyal, CEO

		and Co-founder, HYPR
Thursday	October 26	No class
Tuesday	October 31	Ch 7 - Problem recognition and info search
Thursday	November 2	Ch 8-High effort decisions
Tuesday	November 7	Ch 9-Low effort decisions
Thursday	November 9	<i>Guest lecture: Jessica Yankell, Innovation Insights &amp; Strategy, PepsiCo.</i>
Tuesday	November 14	Ch 10 - Post decision processes (Professor Robert Meyer, Co-Director of the Technology and Behavioral Science Initiative, The Wharton School)
Thursday	November 16	Ch 11 - Social influence
Tuesday	November 21	<b>Group presentations</b>
Thursday	November 23	No class
Tuesday	November 28	<b>Group presentations</b>
Thursday	November 30	<b>Group presentations</b>
Tuesday	December 5	Wrap up
Thursday	December 7	<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>
	100%

## Cases

### **Introducing New Coke** (In-class discussion, September 7<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, September 28<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 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)
- Utilization of class concepts
- Literature review for class concepts used, including references to primary research found in journals such as *Journal of Consumer Research*, *Journal of Consumer Psychology*, and *Journal of Public Policy and Marketing*. In addition to this, can also include recent news articles about the real-world problem you're researching.
- 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 12<sup>th</sup>**.
2. Choose your topic. There will be an in-class project formulation day on **October 3<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 **October 19<sup>th</sup>**. No topic may be chosen by more than one group.
3. Presentations will be **November 21<sup>st</sup>**, **November 28<sup>th</sup>**, and **November 30<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 **11 AM on November 21<sup>st</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.