

**MKTG953302 - Information Processing Perspectives on Consumer Behavior - Part B**

Thursday 1:30pm - 4:20pm Second Half semester Mini-course

JMHH 741 (Large Conference Room in Marketing Department Suite)

Spring 2021A

---

**INSTRUCTOR****Cait Lamberton****Website:** <https://marketing.wharton.upenn.edu/profile/catlam/>**Email:** [catlam@wharton.upenn.edu](mailto:catlam@wharton.upenn.edu)**Office:** JMHH 763**COURSE DESCRIPTION**

The purpose of this seminar is to provide graduate students with a solid foundation for critical thinking and research in psychology and marketing on information processing related topics. Topics of discussion include consumer knowledge (learning, memory and categorization), attitude theory, persuasion, affect and social influence. The course draws from the literature in marketing, psychology and economics. The course will enable students to conceptualize, operationalize, and develop research ideas. Therefore, the focus is on understanding theoretical and methodological approaches to various aspects of consumer behavior, as well as advancing this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base.

**PREREQUISITES**

Permission of the Instructor. To obtain a permit for this course, email the Instructor and cc the Marketing Department Course Coordinator ([resslerk@wharton.upenn.edu](mailto:resslerk@wharton.upenn.edu)).

**COURSE MEETING DATES:**

Day	Date	Topic
Thursday	March 18	1. First day of class
Thursday	March 25	2.
Thursday	April 1	3.
Thursday	April 8	4.
Thursday	April 15	5.
Thursday	April 22	6. Last day of classes