

Tentative Syllabus
Marketing 2110 – Spring 2023
Consumer Behavior
T/Th 10:15am – 11:45am

Basic Information

Professor: Wendy De La Rosa
750 Jon M. Huntsman Hall
wendyde@wharton.upenn.edu

Office hours: By appointment
TA: Julia Ongchoco
juliaong@sas.upenn.edu

Recommended Text: Consumer Behavior, 7th ed., by Hoyer, MacInnis, and 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 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 benefits, the emphasis will be on broadly understanding consumers with an eye toward strategic insights.

Course Policy

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.

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.

Group Project

Groups will present on a current issue in consumer behavior. The project will be 25% of your grade. You are expected to be a good group member and equally contribute to the project.

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/>

| Full Semester Schedule | | | |
|-------------------------------|------------|-------------|--|
| Lecture | Day | Date | Topic |
| 1 | Thurs | Jan 12 | Ch. 1: Introduction - What is consumer behavior? |
| 2 | Tues | Jan 17 | Appendix: Consumer behavior research |
| 3 | Thurs | Jan 19 | Ch. 2: Motive, ability, and opportunity |
| 4 | Tues | Jan 24 | Case 1 - Introducing New Coke |
| 5 | Thurs | Jan 26 | Ch. 3: Exposure, attention, and perception (Finalize group project teams by today at 9am) |
| 6 | Tues | Jan 31 | Ch. 4: Memory |
| 7 | Thurs | Feb 2 | Memory (cont.) |
| 8 | Tues | Feb 7 | Schemas / Knowledge and understanding |
| 9 | Thurs | Feb 9 | <i>Guest Lecture: Industry Experts Ashley Woodruff, Product Manager, Spotify</i> |
| 10 | Tues | Feb 14 | Ch. 5-6: Attitudes |
| 11 | Thurs | Feb 16 | Case 2: Burberry (Group case report due today at 9am) |
| 12 | Tues | Feb 21 | Persuasion |
| 13 | Thurs | Feb 23 | <i>Guest Lecture: Industry Experts Quinnton Harris, CEO and Co-Founder, Retrospect</i> |
| 14 | Tues | Feb 28 | In-class group project proposal meetings (come ready to discuss potential group project topics) |
| 15 | Thurs | Mar 2 | Exam 1 |
| | Tues | Mar 7 | No Classes (Spring Break) |
| | Thurs | Mar 9 | No Classes (Spring Break) |
| 16 | Tues | Mar 14 | Customer Satisfaction |
| | Thurs | Mar 16 | Meet with group to finalize project proposal (No Class) (outline due today at 11:59pm) |
| 17 | Tues | Mar 21 | Ch. 7: Problem recognition and information search |
| 18 | Thurs | Mar 23 | Ch. 8: High effort decisions |
| 19 | Tues | Mar 28 | Ch. 9: Low effort decisions |
| 20 | Thurs | Mar 30 | 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>(https://lnns.co/EHYvUGxa_qo)</i> |
| 21 | Tues | Apr 4 | <i>Guest Lecture: Industry Expert</i> |
| 22 | Thurs | Apr 6 | Ch. 11: Social influence |
| 23 | Tues | Apr 11 | Group Presentations (final group presentations due today at 9am) |
| 24 | Thurs | Apr 13 | Group Presentations |
| 25 | Tues | Apr 18 | Group Presentations |
| 26 | Thurs | Apr 20 | Wrap Up |
| 27 | Tues | Apr 25 | 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> |
| Total | 100% |

Cases

Introducing New Coke (In-class discussion, **January 24th**)

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 the following questions and other aspects of the case in class:

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 takeaway lessons? Managerial implications? (*Continued on the next page*)

Cases, cont.

Burberry Case (Group case report, **February 16th**)

This case explores the challenges of 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's 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 teams on Canvas by **January 26th**.
2. Choose your topic. There will be an in-class project formulation day on **February 28th** where project teams, working in groups, will identify a project topic in consultation with the professor. The deadline for submitting your proposal outline is **March 16th**. No topic may be chosen by more than one group.
3. Presentations will be **April 11th**, **April 13th**, and **April 18th**. The presentation order will be determined randomly. I reserve the right to adjust the presentation order if necessary.
4. **All projects are due at 9:00 am on April 11th**. The deliverable is a PPT deck with all the 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.