

Marketing
Course Number: 22:630:610
Course Title: Consumer Behavior

COURSE DESCRIPTION

Consumer behavior is very much based on psychology and marketing. There are few absolute truths in either domain (this is not physics, there is no “Newton’s Law of CB”). Instead, we will talk about trends and probabilities that describe human behavior. If consumer behavior was easy to explicate, then all products would sell as projected, all ads would be effective, economies would be efficient, and marketing would be a simple prospect. In reality, consumers are frustratingly human: irrational, emotional, and difficult to predict. This course is designed to give you, the student, an overview of consumer behavior and is intended to acquaint you with both what it means to be a consumer in a market-oriented society and what, as a marketer, you need to know to understand the role of meeting the consumer’s needs in the development of marketing strategy. To this end, we will explore processes involved in consumption and ways in which we, as marketers, are better able to predict and influence behavior

COURSE MATERIALS

Required Book: Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2013).

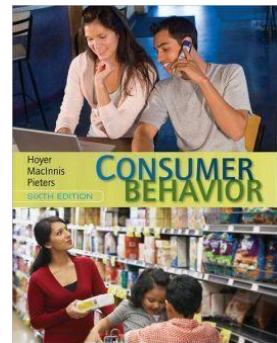
Consumer behavior 6th Edition. Australia: South Western Cengage

Learning. ISBN: 9781133435211

Cases: <https://hbsp.harvard.edu/import/751111>

Additional Readings: will be posted to canvas

Lectures: will be posted to canvas



LEARNING GOALS AND OBJECTIVES

1. To build strong knowledge of business theory and practice:
 - Students will master fundamental business concepts and apply these concepts to resolve practical business problems
 - Students will learn the theoretical bases for consumer behavior and how these theories are used in marketing practice

- Students will demonstrate understanding of consumers' decision process and the factors that influence these processes
 - Students will be able to evaluate alternative marketing strategies utilizing their knowledge of how consumers form attitudes and make decisions
2. To build persuasive communication skills:
- Students will have the ability to communicate effectively through case discussion and/or discussion board contributions.
- Students who complete this course will exhibit an ability to:
 - demonstrate knowledge of consumer behavior theory and practice
 - apply their knowledge to different consumer situations
 - Students will develop the above skills and knowledge through the following course activities and assignments:
 - Case discussions, discussion boards, group project
 - Report writing
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ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, "On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment." I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don't let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

PARTICIPATION & ENGAGEMENT: While this class is offered, you are still required to be active and engaged members of the class. As such, multiple opportunities to engage with me, with your fellow classmates, and with the course material will be offered throughout the semester.

Participation Requirement (40pts): There will be 4 discussion boards and 4 case discussions scheduled throughout the semester. For your participation grade, you have the option to:

1. Attend and participate in 2 case discussions (Note: Attendance does not equal participation! In order to earn full credit, you must contribute meaningfully to the case discussion)

2. Write a post and respond to a peer in 2 discussion boards (Note: The quality of your post and peer response will be judged according to the rubric provided on canvas. Posts and responses are expected to be thoughtful, thorough, and respectful).
3. Participate in 1 case discussion and 1 discussion board (including a post and a peer response)

To help maximize the potential for students to attend case discussions, each of the four case discussions will be offered during the evening on a different day of the week (as outlined on the course schedule).

*You are encouraged to participate in more case discussions and discussion boards than are required. This is only the minimum requirement for your participation grade, but your ideas and input are always welcome! **If you participate in more than the requirement, then your 2 highest scores will be used when calculating your final grade.***

Quizzes (20pts): During an asynchronous class, it can be very easy to fall behind, or to put off material until right before an exam or big due date. However, staying on track with the material will help you to get the most from the class and to not be overwhelmed come exam time. To help you to keep up with the material, there will be a brief (2-3 question) quiz for each module. Across all quizzes, there will be a total of 40 questions, worth 0.5pts each for the total of 20pts (6% of your grade for the semester). To receive full points, you must complete the quiz(zes) for that week's module(s) by the following () @() (as outlined on the course schedule). The only exception is the final module (Module 15: Innovations), which must be completed by the last day of classes (). **These quizzes are not meant to be difficult. If you have watched that week's videos, then these short quizzes should be very easy.** These are to help keep you engaged and up-to-date on the material throughout the semester. I recommend that you complete each module's quiz right after you finish watching the videos for that module.

ATTENDANCE IS NOT EQUAL TO PARTICIPATION. Participation grades will be based on the instructor's observation during the lectures and discussions. Both the quality of your comments (and questions) and frequency of your comments are important.

NOTE on Grade grubbing: Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.

EXAM DATES AND POLICIES

There are 2 exams in this course. Exams are open note and will have two parts: a timed multiple choice test and a written response test to be submitted on canvas. All of the exams will include material from the

textbook, classroom discussion, and any supplemental material provided by the instructor. You are responsible for all material in the text, even if we do not cover it in class.

Because our class doesn't have a regular meeting time, a two-day window will be provided for students to complete the multiple choice portion of the exam. Once the multiple choice portion is started, it must be completed within 30 minutes. Students will **not** be allowed to start and stop the multiple choice portion of the exam. Students must ensure that they are available for 30 minutes to complete the multiple choice portion of the exam in a single sitting.

The written portion of the exam will be due at () on the () of the designated exam week. Please refer to the course's schedule in canvas.

It is the student's responsibility to complete the exams during the designated exam weeks.

Barring an EMERGENCY, you MUST complete the exams by the designated dates or you will receive a zero (0). Trust me, a true emergency is very rare. If one does occur, we will discuss it at that time.

- Exam 1: () is Exam Week 1. The multiple choice portion of the exam will be accessible from () on () through () on (). The written portion of the exam will be posted at () on () and must be submitted on canvas by () on (). Exam 1 will cover the following topics:

Motivation, Ability, and Opportunity

Exposure, Attention, and Perception

Knowledge and Learning

Memory and Retrieval

- Exam 2: () is Exam Week 2. The multiple choice portion of the exam will be accessible from () on () through () on (). The written portion of the exam will be posted at () on () and must be submitted on canvas by () on (). Exam 2 will cover the following topics:

Attitudes: High and Low Effort

Decision Making: High and Low Effort

Context Effects and Prospect Theory

GROUP PROJECT

There will be a semester-long group project. Directions for each part of the project will be posted on canvas. Written reports must be uploaded by one group member to canvas by the due date listed.

Students will evaluate their group members, and final scores on the group project for each individual student will be weighted by the peer evaluations from their groupmates.

CASE WRITE-UPS

There are four cases assigned for this class. Cases can be purchased and downloaded here:

<https://hbsp.harvard.edu/import/751111>. Students are required to read cases and to submit case write-ups

on canvas by the due date listed on the course schedule. Case questions will be posted on canvas a minimum of one week prior to the due date.

LATE ASSIGNMENTS

Late assignments will be accepted but will be reduced by 10% for every day that it is late. An assignment submitted up to 1 day late will receive a maximum of 90%, an assignment submitted 2 days late receive a maximum of 80% and so on.

Late assignments will not be accepted for discussion boards. Discussion posts and peer responses must be completed by the assigned due date to receive credit.

GRADING POLICY

Course grades are determined as follows:

Requirement	Points Possible	Percent
Exam 1	60	18%
Exam 2	60	18%
Case write-ups (4)	10 x 4 = 40	12%
Group Project	120	35%
Case & Discussion Board Participation	40	12%
Weekly Quizzes	20	6%
	<hr/> 340	<hr/> 100%

Grading System:

The points earned from the tests and assignments will be totaled and compared to the following standard to determine your final grade.

Grade	Points	Percent
A	316.2-340	93-100
A-	306-316.19	90-92.99
B+	295.8-305.99	87-89.99
B	282.2-295.79	83-86.99

B-	272-282.19	80-82.99
C+	258.4-271.99	76-79.99
C	244.8-258.39	72-75.99
C-	231.2-244.79	68-71.99
D	204-231.19	60-67.99
F	203.99 or below	59.99 or below

COURSE SCHEDULE

		0 1	2	3	4	5
			Module 1: Intro to CB	(Ch. 1)		
6	7	8	9 TIVO case write-up due @ ()	10 Case discussion @ ()	11 Group assignments posted	12
			Module 2: Methods in CB (Ch. 1 appendix)			
13	14	15	16	17 Discussion Board 1 Post by ()	18	19
			Module 3: Motivation, Ability, Opportunity (Ch. 2)			
20	21	22 Coke case write-up due @ () ; Case Discussion @ ()	23	24	25	26
			Module 4: Exposure, Attention, Perception (Ch. 3 – pp. 72-87)			
27	28	29	30	Discussion Board 2 Post by ()	2 Project Part 1 due @ ()	3
			Module 5: Knowledge & Learning (Ch. 3), Module 6: Memory (Ch. 4)			

4	5 Discussion Board 2 Peer response by ()	6	7	8	9	10
		Module 7: Attitude Formation & Change (Ch. 5-6)				
11	12 Part 1 opens @ ()	13 Part 1 closes @ ()	14	15	16 Part 2 due @ ()	17
		Exam 1 (covers Modules 3-6)				
18	19	20	21	22	23	24
		Module 8: High Effort Decision Making (Ch. 8)				
25	26	27	28	29 Stickk case write-up due @ ()	30	31
		Module 9: Low Effort Decision Making (Ch. 9)				
	2 Case Discussion @ ()	3	4	5 Discussion Board 3 Post by ()	6 Project Part 2 due @ ()	7
		Module 10: Context Effects & Prospect Theory (No Ch. readings)				
8	9 Discussion Board 3 Peer response by ()	10 Pandora case write-up due @ ()	11 Case Discussion @ ()	12	13	14
		Module 11: Post Decision (Ch. 7), Module Information Search (Ch. 10)				
15	16 Part 1 opens @ ()	17 Part 1 closes @ ()	18	19	20 Part 2 due @ ()	21
		Exam (covers Modules 7-11)				

22	23	24	25	26 Thanksgiving	27	28
29	30		2	3 Discussion Board 4 Post by ()	4	5
	Module 13: Psychograp		ics (Ch. 11), Mo	Module 14: Social I	fluence	
6 Module 13 & 14 quizzes by ()	7 Discussion Board 4 Peer response by ()	8	9	10 Final paper due @ (); Module 15 quiz by ()		
	Module 15: Inn		ovations (Ch. 15)			

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek **religious accommodations**, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of **gender or sex-based discrimination or harassment**, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]