

MORAVIAN COLLEGE
CONSUMER BEHAVIOR
Management 227

Fall, 2006
PPHAC 101
Tu/Th: 8:50 – 10:00 a.m.

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Office Hrs: M/W: 1:30 – 3:30 p.m.
Others by appointment

COURSE DESCRIPTION:

MGMT 227 discusses the psychology of consumers. Special attention will be paid to psychological research of consumers, as well as the impact of personality, learning, motivation, and perception on consumer decisions.

COURSE OBJECTIVES:

Upon successful completion of this course, the student should be able to:

1. Understand the impact of culture and societal roles on purchase behavior.
2. Understand the internal influences that impact individual purchase behavior
3. Understand individual and group decision processes that affect buying behavior.
4. Design customer-oriented marketing strategies based upon psychological and sociological principles of marketing.
5. Manage technology and information for effective consumer research and be able to use the World Wide Web for consumer identification and marketing purposes (both research and implementation).
6. Understand the role of research and analysis in consumer behavior and be able to make marketing decisions based upon data.
7. Understand the role of customer satisfaction and customer relationship management as it pertains to marketing and an organization's management.

REQUIRED TEXTS AND MATERIALS:

Hoyer, W.D., and Macinnis, D.J. (2007): Consumer Behavior (4th ed). Boston, MA: Houghton-Mifflin.

Additional readings in consumer behavior provided by the professor via URL links to web pages and databases, handouts in class, or articles from the library or other sources.

COURSE REQUIREMENTS:

The course requirements are as follows:

1. **Mid-Term Examination** - A mid-term examination (20% of the course grade) will be required. This examination will consist of essay and problem questions, which will be based on course content to that point. The organization, depth, and clarity of responses will be an important grading consideration.
2. **Interview Project** – Students will be formed into groups of 4-5 students each. Each group will be asked interview at least six people who use a legal product of your choice. You need to find at least one heavy user, one medium user and one light user of the product. Each group will develop a consumer behavior marketing strategy based on questions provided by the instructor and of your own choosing.

Each group will write a twelve to fourteen (12-14) page typed and double-spaced report analyzing the results of the interviews in accordance with the questions to a handout provided by the instructor. The paper should address any managerial and ethical implications of the results (e.g., what would you propose to your management team about marketing to these consumers). Please do not include any real names in the report to respect confidentiality of the interviewees. All products being discussed must be approved by the instructor prior to conducting the interviews. This approval must be received no later than the date of the midterm. This project is worth 15% of the course grade. Groups may meet in-person or on-line through Blackboard. Students will select their own groups for this project, but all groups must be pre-approved by the instructor. Because the groups are self-selected, any internal group problems are expected to be worked out by the group members.

During the last week of class, the groups will present their projects to the class with a 14-15 minute presentation. The presentation will account for 5% of the course grade.

3. **Individual exercises**. Each student must respond to four individual exercises assigned by the instructor from the textbook or other resources. Specific rubrics will be discussed for each exercise. Each student is expected to work independently on these exercises. The lowest score will be dropped from the final grade (i.e., your grade is comprised only of the top three of four scores). These exercises will account for fifteen (15%) percent of your grade. The exercises are

to be turned in on the dates noted in the course schedule. Late assignments will not be accepted unless prior arrangements have been made with the instructor.

4. **Final Examination:** A final examination (20% of the course grade) will be required. This examination will consist of essay questions and problems which will be based on the entire course content. The organization, depth, and clarity of responses will be an important grading consideration. The date for the final will be scheduled by the registrar.

5. **Consumer Journal:** Each student is required to maintain a personal, typed journal for the first twelve weeks of the class. The journal should include a weekly entry describing a consumer behavior experience. The experience described could be one that you participated in or observed. Each weekly entry should contain the following information: a detailed explanation of the consumer behavior experience and the relationship between the experience and relevant class topics (1-2 pages for each entry). Please pick twelve distinct thoughts/topics for these entries. The final journal, as well as a final one page, typed summary memorandum, is due during the 13th week of class.

6. **Class attendance and participation:** Students are expected to attend class and participate in classroom discussions and exercises. A large portion of this course will consist of interactive exercises and games that you will be expected to participate in. If you know you will be absent from a class, please inform the instructor as soon as possible. In addition, homework assignments will be given throughout the semester. These will be based on the reading assignments and class instruction. Your responses should fully address the issue(s) raised in the questions and should reflect your understanding of the assigned readings. These assignments will serve as discussion for class and may be worked on in groups. While the homework assignments are not graded for correctness, the completion and timely submission of assignments will determine whether or not you receive credit for this portion of the course grade. It is extremely important that they be completed on time and that you are prepared to discuss the assignments. Attendance, participation, and homework are worth 10% of the course grade

GRADING:

The final course grade will be determined as follows:

Mid-term Examination -----	20%
Interviews/report-----	15%
Consumer Journal-----	15%
Individual Exercises -----	15%
Interview Presentation-----	5%
Final Examination -----	20%
Class Participation-----	10%
 TOTAL -----	 100%

WRITING STANDARDS:

Effective managers, leaders, and teachers are also effective communicators. Written communication is an important element of the total communication process. Moravian College recognizes and expects exemplary writing to be the norm for course work. To this end, all papers, individual and group, must demonstrate high-quality level writing and comply with the format requirements of the Publication Manual of the American Psychological Association, 5th Edition. Careful attention should be given to spelling, punctuation, source citations, references, and the presentation of tables and figures. It is expected that all course work will be presented on time and error free. Work submitted online should follow standard procedures for formatting and citations.

POLICY ON ACADEMIC HONESTY AND PLAGIARISM:

Academic integrity is central to the learning and teaching process. Students are expected to conduct themselves in a manner that will contribute to the maintenance of academic integrity by making all reasonable efforts to prevent the occurrence of academic dishonesty. Academic dishonesty includes, but is not limited to, obtaining or giving aid on an examination, having unauthorized prior knowledge of an examination, doing work for another student, and plagiarism of all types.

Plagiarism is the intentional or unintentional presentation of another person's idea or product as one's own. Plagiarism includes, but is not limited to, the following: copying verbatim all or part of another's written work; using phrases, charts, figures, illustrations, or mathematical or scientific solutions without citing the source; paraphrasing ideas, conclusions, or research without citing the source; and using all or part of a literary plot, poem, film, musical score, or other artistic product without attributing the work to its creator. Students can avoid unintentional plagiarism by following carefully accepted scholarly practices. Notes taken for papers and research projects should accurately record sources to material to be cited, quoted, paraphrased, or summarized, and papers should acknowledge these sources. The penalties for plagiarism include a grade of "F" on the work in question, a grade of "F" in the course. All acts of suspected plagiarism will also be reported to the College. Students are encouraged to review the student handbook (pgs. 51 – 56) for further clarification on academic honesty.

COURSE ASSIGNMENTS AND SCHEDULE:

Date	Topic	Reading Due	Assignment Due
8/29/06	Course Intro		
8/31/06	Understanding consumer behavior	Ch. 1	
9/05/06	Cons. Behavior research	Ch. 2	
9/07/06	Motivation	Ch. 3	
9/12/06	Consumerism: Dark Side	Chs. 19 & 20	
9/14/06	Exposure, Attention & Perception	Ch. 4	
9/19/06	“		Exercise #1 due
9/21/06	Knowledge & Understanding	Ch. 5	
9/26/06	”		
9/28/06	High Consumer Effort 1	Ch. 6	
10/03/06	”		Exercise #2 due
10/05/06	<i>Midterm</i>		
10/10/06	<i>Fall Recess</i>		
10/12/06	Low Consumer Effort	Ch. 7	
10/17/06	<i>Special Project – No in-class mtg</i>		
10/19/06	Memory and Retrieval	Ch. 8	
10/24/06	Problem Rec	Ch. 9	Exercise #3 due
10/26/06	High-Effort Decision Making	Ch. 10	
10/31/06	Low-Effort Decision Making	Ch. 11	
11/02/06	Post-Decision processes	Ch. 12	
11/07/06	Consumer Diversity	Ch. 13	Exercise #4 due
11/09/06	Social Class	Ch. 14	
11/14/06	Psychographics	Ch. 15	
11/16/06	Social Influences	Ch. 16	
11/21/06	Adoption, Resistance, Diffusion	Ch. 17	Consumer Journals due
11/23/06	<i>Thanksgiving</i>		
11/28/06	Symbolic Cons. Behavior	Ch. 18	
11/30/06	Recap		Interview Projects Due
12/05/06	<i>Group Presentations</i>		
12/07/06	<i>Group Presentations</i>		

Note: The schedule, topics and assignments outlined above are subject to change throughout the semester.