

MORAVIAN COLLEGE
CONSUMER BEHAVIOR
Management 227

Fall, 2008
PPHAC 102
Th: 8:30 – 11:30 a.m.

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Office Hrs: M/W 10:30 – 11:30 a.m.
Th: 1:00 – 3:00 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:

Hawkins, Mothersbaugh, & Best (2007). Consumer Behavior: Building marketing strategy 10th ed. McGraw-Hill, Irwin, New York, NY.

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 take-home mid-term examination 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. Each student is expected to work independently on the exam and will be asked to sign a statement to that effect.
2. **Final Examination:** A take-home final examination will also 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 due date for the final exam is noted on the course calendar. Each student is expected to work independently on the exam and will be asked to sign a statement to that effect.
3. **Individual case reviews.** Each student must respond to two cases assigned by the instructor. The student will provide a four (4) page written evaluation of the case that answers specific questions about the case assigned by the instructor. The cases will be assigned from the text and/or be made available to the student. The student must analyze the case according to content areas of the course and any other criteria to be discussed in this class. Each student is expected to work independently on these reviews. The reviews 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. **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 do not repeat the observed topics. I may ask selected individuals to verbally discuss the contents of their journal, during the semester. The final journal, as well as a final two- page, typed summary memorandum, is due on the date noted in the course schedule.

5. **Consumer Analysis Project** – Students are required to create a *comprehensive* consumer analysis plan based on the DDB Lifestyle Study data that comes bundled with your text. Students may work in teams of up to three (3) students for this project (i.e., you may work individually, with a teammate, or with two teammates). The project will consist of two components:
- a. Written paper: Students will thoroughly analyze the data contained in the DDB Lifestyle study to create a consumer-behavior based market analysis for a fictional organization assigned by the instructor. The paper **MUST** be based upon data analysis and course topic insights. The paper will thoroughly discuss the consumer and create a managerial marketing plan for how the organization could most effectively market to their customers based upon the analysis. Specific details about the project will be delivered throughout the semester. The paper will be approximately twelve to fourteen (12-14) page typed and double-spaced pages (plus appendices).
 - b. During the last week of class, the individual/teams will present their projects to the class with a PowerPoint presentation (approximately 10-12 minutes, TBD) and discussion.

Special Notes: Each individual/team is required to submit a project outline/analysis plan on the date noted in the course schedule. This document will consist of the names of the team members, the product that is being analyzed, and a well-defined plan for how the project will be completed. Failure to turn in this document on the date noted will result in a 10-point penalty for the project.

In addition, if you choose to work in teams on this project, you are responsible for your own team management. This means that I do not expect to receive any e-mails/calls the last week of class telling me that “so-and-so’ isn’t doing their fair share and we feel that he/she should not get any points.” If you form a team and then subsequently develop problems within the team you have two options:

1. Live with it and carry on.
2. Teams may be severed based on unanimous agreement of all teammates. If a team is severed, the new sub-teams are still each responsible for all components of the project. In addition, in the case of the disbanding of a team, it is your responsibility to notify the instructor ASAP.

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 and in-class activities 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.

GRADING:

The final course grade will be determined as follows:

Mid-term Examination -----	100 pts
Final Examination -----	100 pts
Case Analyses (2 @ 50 pts) -----	100 pts
Consumer Journal -----	25 pts
Consumer Analysis Paper -----	125 pts
Consumer Analysis Presentation -----	25 pts
Attendance/Participation -----	25 pts
 TOTAL -----	 500 pts

Extra Credit: While coming to class is a necessary component to success in this course, it is not sufficient. Even more important is the effort that you put forth. *Each student will be eligible to earn up to 20 “effort points” for contribution to the class and our projects.* These points will be distributed by the instructor to students who are actively participating, leading, etc. Effort cards will be given to students throughout the semester for extra effort as deemed appropriate by the instructor and may be turned in for extra credit. *It is the responsibility of the student to turn these completed cards into the instructor for redemption prior to the final exam or they will expire.*

Consumer Behavior Olympics: The fun continues!! You too, can go for the gold. In addition to the assessment and effort points earned, it is possible to earn extra credit by participating in the 227 Olympics. Students will form five (5) teams the first day of class for competition. Each class period teams will compete against each other on one or more events. At the end of the semester the teams will be rank-ordered and extra credit points will be assigned to all members of the winning team according to the following schedule:

- Gold – 10 extra credit points
- Silver – 7 extra credit points
- Bronze – 5 extra credit points
- Participation award – 2 extra credit points

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
8/28/08	Consumer Strategy	Ch. 1, 20, App. B	
9/04/08	Perception / Research	Ch. 8, App. A	
9/11/08	Learning & Memory	Ch. 9	
9/18/08	Motivation & Personality	Ch. 10	
9/25/08	Attitudes & Self-concept	Chs. 11, 12	Case 1
10/02/08	Consumer Decision Process 1	Chs. 13, 14	
10/09/08	No class mtg – special topic		Midterm due
10/16/08	Consumer Decision Process 2	Chs. 15-18	Project outline/analysis plan
10/23/08	Culture and behavior	Ch. 2	
10/30/08	Values and demographics	Chs. 3, 4	
11/06/08	Subcultures and families	Chs. 5, 6	
11/13/08	Social groups	Ch. 7	Case 2
11/20/08	Org. Behavior/Special topics	Ch. 19, TBD	Consumer Journal due
11/27/08	Thanksgiving – no class		
12/04/08	Presentations & Projects		Presentations/Projects
12/12/08	Final		Final due

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