

UNIVERSITY OF ILLINOIS at CHICAGO
Spring 2011

Marketing 561 (30082)
Consumer Behavior
Course Time: Mon: 6:00-8:30
LCA/A 003

Instructor: Kim Moon
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Office Hours: By Appointment Only
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TEXT:

Consumer Behavior: Buying, Having and Being, Author: Michael R. Solomon, Ninth Edition, Publisher: Pearson, Prentice Hall

RECOMMENDED READINGS:

Why We Buy: The Science of Shopping": Author: Paco Underhill
Buyology: Truth and Lies About Why We Buy, Author: Martin Lindstrom
How We Decide, Author: Jonah Lehrer
How Consumers Think, Author: Gerald Zaltman

COURSE DESCRIPTION:

Students will study the linkages between technology, behavioral science and marketing strategy. This course seeks to bridge the gap between industrial marketing theory and practical application. Individual and group influences on consumer preferences and purchasing patterns are considered. Both theory and application are stressed. The course is a comprehensive study of not only why consumers buy but also why having or not having possessions affect the way consumers feel about themselves and others. *Prerequisite(s)*: MKTG 500.

COURSE OBJECTIVES:

- To deepen the knowledge of how consumers think, feel and reason in the decision-making process; examine the role of rational and emotional thinking
- To explore the role of environmental factors and opinion leadership on consumer behavior
- To understand the differences between traditional market research techniques and new areas of research such as neuromarketing
- To appreciate how products, services and consumption activities contribute to the broader social world
- To apply critical thinking skills in analyzing case studies and acquiring marketing information
- To gain experience working with small groups and teams in an effort to build consensus

COURSE REQUIREMENTS:

- Regular and on-time attendance
- Participation in classroom discussions and collaborative learning exercises
- Satisfactory completion of all assignments and examinations

COURSE STRUCTURE:

The course will be taught in weekly modules as per the attached course calendar. Students are responsible for reading the key concepts in the text and other additional readings prior to coming to class. Case studies, articles, videos and collaborative exercises will be used in class to allow students the opportunity to apply the core marketing principles.

HBR CASES & ASSSIGNMENTS:

You will need to purchase the following HBR Cases. I will attach an HBR course link on Blackboard. Please use this link to access and purchase the cases:

- “Introducing New Coke”: #9500-062 (Write-up outside of Class)
- “Tivo in 2002”: #9502-062 (Write-up outside of Class)

“Pokemon-You Gotta Catch-Em All” #9502-092 (In Class)

“Hilton HHonors Worldwide: Loyalty Wars” #501010 (In Class)

ADDITIONAL READINGS

There are articles that you will need to read prior to coming to class (not every week). Please refer to the Course Calendar for these readings. The articles can be accessed via Blackboard under “Assignments”.

Weekly Homework Cases (CASES ARE IN YOUR TEXTBOOK OR BLACKBOARD):

Please do not answer the questions at the back of the book. Instead, you will need to answer the following questions in a 1-2 page write-up:

- What are the main points in the cases? Key facts? Marketing issues?
- What are the specific factors related to consumer behavior?
- What are the strategic implications for a marketer and or recommendations? (e.g. how would you leverage the findings from your analysis?)

GRADING CRITERIA:

The letter course grade is determined by computing the following weights and numerical points for individual assignments:

Homework Assignments	100 pts
HBR Cases (in class)	100 pts
HBR Cases (outside of class)	200 pts
Midterm	300 pts
Final Written Project	200 pts
Final Oral Presentation	100 pts

NOTE: You will not be allowed to turn in homework after the due date. Hardcopies of homework must be turned in during the normal class time (e.g. no e-copies accepted). For all other assignments, you will lose 10% of your points for every “class” day your assignments are late. Assignments will not be accepted after 2 business days.

GRADING POINT SCALE:

900-1000	A
800-899	B
700-799	C
600-699	D
Below 600	F

*Note: Individual grades are to be held in strict confidence. Therefore, students are encouraged not to discuss grades or graded assignments. All questions and discrepancies regarding graded assignments should be directed to the instructor’s attention. A request to review graded assignments should be written on “3M Post-It Notes”. The instructor will review these requests outside of class and provide a response by the next class period.

COURSE CODE OF CONDUCT:

This course follows the guidelines set forth in the CBA code of honor. Any student that chooses to act dishonestly and violates the CBA Code of Honor will put his/her final class grade in jeopardy. In this case, a

student will receive no higher than a “C” as a final course grade. Dishonest conduct includes but is not limited to plagiarism and copying another student’s work. Please refer to the CBA handbook for more information.

***COURSE CALENDAR-Subject to change:**

DATE	LECTURE: TEXT READING	ARTICLES /CASES Access via Blackboard	HOMEWORK ASSIGNMENTS
1/10	Consumers Rule: Chp 1		
1/17	Dr. Martin Luther King Jr. Holiday-NO CLASS		
1/24	Perception: Chp 2 -Coke vs. Pepsi Taste Tests	<i>"In Search of the Buy Button"</i>	<i>Subway Advertising pg 88</i>
	-HBR Case Write-Up Criteria		
1/31	Learning & Memory: Chp 3 Motivation & Values: Chp 4	<i>"The Coke Fizzle" and Marketing Fiascoes</i>	"Introducing New Coke" HBR
2/7	Self/Personality & Lifestyle: Chps: 5 & 6	<i>"Home Depot and Lowes" Article</i>	<i>Plus Size Wave pg 206 & IPOD pg 250</i>
2/14	Attitudes: Chp 7		<i>Michael Phelps pg 294</i>
2/21	Income and Social Class: Chp 12		Junk Food pg 484
	1 PAGE REPORT DUE REVIEW IN CLASS		1 PAGE REPORT DUE
2/28	Subcultures: Chps 13&14 Pokemon HBR Case		<i>I'm a PC pg 508 & Scion pg 534</i>
	-Today Show Clip: Brand Savvy Tweens/- Today Show Clip: The Trunk Club		
3/7	Organization & HH Decision- Making: Chp 11		MIDTERM DUE
3/14	Hilton Honors HBR Case MIDTERM REVIEW		<i>Children and Cells p 448</i>
3/21	SPRING BREAK: NO CLASS		
3/28	Individual Decision- Making/Buying & Disposing: Chps 8 & 9	<i>"When Jones Wear Jeans" and "Rich online" Articles</i>	<i>Dominos pg 339 & Freecycle.org pg 376</i>
4/4	Groups: Chp 10	<i>"The Hidden Persuaders" Article</i>	"Tivo in 2002" HBR
4/11	Culture and Influences: Chp 15		
4/18	Global Consumer Culture: Chp 16 Review Oral PPT		PPT DRAFT DUE (Email ppt to group member for compilation)
4/25	ORAL PRESENTATIONS: LAST DAY OF CLASS		FINAL PROJECT DUE: E-COPIES/HARD COPIES OF ORAL AND WRITTEN SLIDES

MIDTERM PAPER:

Assignment: You are to write a research paper (at least 7-8 double spaced pages in Times New Roman 12 font) on one area of Consumer Behavior Theory. The research from your Midterm paper will be used to develop a marketing strategy for your Final Project. This part of your paper should be about 4 pages. An example of the required structure and format of your research topic is as follows:

CHAPTER TITLE: The Self

CHAPTER OBJECTIVE: How the self-concept influences consumer behavior

CONSUMER BEHAVIOR CONCEPTS: Self-Concept, Self-Esteem, Real & Ideal Selves, Multiple Selves, Looking-Glass Self, Virtual Identities, Symbolic Interactionism

The second part of your research paper will include examples of at least two Fortune 500 companies that leverage this particular area of Consumer Behavior. You are to outline the brands and products for these two companies along with their respective strategies. This section of your paper should be approximately 3-4 pages.

Starting Point: You may want to start with “self-identification” and think about what drives your purchase behavior (e.g. woman, man, baby-boomer etc). You may even think about your favorite or least favorite brands and companies. You may consider new product launches and failures. Begin to ask yourself: why are these companies, brands or products successful or unsuccessful? In the Notes section at the end of each chapter, there are many articles that you may use for reference. In addition, I strongly encourage you to read the books that are referenced on the first page of the syllabus.

GRADING CRITERIA:

100 points: How thorough is the research on the C.B. Theory(s)?

100 points: How well did you research the companies and brands?

50 points: How well do the product strategies align with the theory? Will you be able to leverage this work to develop a marketing strategy for your final project?

50 points: Did you write a succinct Executive Summary? Was the paper well structured? Did it flow well? Did you use correct grammar and spelling?

FINAL ASSIGNMENT (WRITTEN):

Note: You will be using the research from your Midterm Paper as a starting point for your Final Assignment. You will focus your new strategy on one of the two companies that you have researched. You are to approach this assignment as if you have been hired by “Company A” as a Marketing Consultant. You have been asked to leverage the Behavioral Sciences theories that you learned in the class to develop either:

- A. a new product or service
- B. an innovative promotional campaign with specific communication elements (**MUST BE NEW**)
- C. a unique distribution channel
- D. a new pricing strategy

REQUIREMENTS:

Minimum 10 page (double spaced Times New Roman 12 font)

- 1 page Executive Summary
- Behavioral Sciences Theory Defense 5 pages (MIDTERM)
- Marketing Strategy (4 pages)

FINAL ASSIGNMENT (ORAL)

Your oral presentation should be approximately 4-5 minutes in length. You should be prepared to present 3 slides in total (not including the title slide). NOTE: You will NOT be able to use index cards or additional paper to present the following slides:

COVER SLIDE: Collage of pictures that explains your strategy
 SLIDE 1: Summary of Consumer Behavior Theory
 SLIDE 2: Company Overview and Current Strategy
 SLIDE 3: New Marketing Strategy

FINAL GRADING CRITERIA:

WRITTEN:

100 points: Strategy:

Does your marketing strategy make sense? How well did you link your research and the B.S. to the strategy?

50 points: Research

How sound is the observational research? How rich were your research findings?

50 points: Structure

Did you write a succinct Executive Summary? Was the paper well structured? Did it flow well? Did you use correct grammar and spelling?

ORAL:

100 Points: Creativity and Presentation Style

How creative was the presentation? Was the presentation/presenter professional and polished? Did you use various mediums to engage the audience (e.g. music, costumes, food, skits, interactive exercise etc.)?

NOTE: If you decide to not include any creative elements in your oral presentation, then the highest grade you can receive will be a "C".