CSU Channel Islands
MKT311: Consumer Behavior
W: 3:00-5:50

Professor: Dr. Susan A. Andrzejewski
Office Phone: 717-358-5908
Cell Phone: 716-713-0571 (call anytime before 11:00pm, text, or leave a message)
Email: susan.andrzejewski@csuci.edu (best way to contact me)
Office Hours: T: 10:30am-12:00pm, W: 11:00am-2:00pm, Th: 10:30am-12:00pm, or by appointment
Office Location: Sage Hall 2035

Course Description:
This course looks to explore answers to the question of “Why We Buy?” Using a variety of readings, we will attempt understand, evaluate, and predict consumer behavior. This course integrates material from Marketing, Social Psychology, Anthropology, Food Science, History, Religious Studies and Statistics in an effort to give the student a holistic examination of consumer behavior in the 21st Century. In addition, you will conduct a consumer behavior project that will require you to apply the knowledge you gained during class to gain greater insight into a specific area of consumer behavior.

Prerequisite: MKT310

Statement on Liberal Learning:
“A truly liberal education is one that prepares us to live responsible, productive, and creative lives in a dramatically changing world. It is an education that fosters a well-grounded intellectual resilience, a disposition toward lifelong learning, and an acceptance of responsibility for the ethical consequences of our ideas and actions…Liberal learning is not confined to particular fields of study. What matters in liberal education is substantial content, rigorous methodology and an active engagement with the societal, ethical, and practical implications of our learning.” ~ American Association of Colleges & Universities, 1998

Program Learning Goals: These are the skills we try to help you build in all MVS courses.
A. Critical Thinking
B. Oral Communication
C. Written Communication
D. Collaboration
E. Conduct (Ethics)
F. Competence in Discipline

Course Objectives: By the end of this course, assuming you fulfill the course expectations, you should:
A. Learn key theories and research from the behavioral sciences (e.g., psychology, sociology, economics) that help us understand consumer behavior.
B. Gain a basic understanding of how marketers attempt to understand the needs, wants, and buying patterns of consumers.
C. Be able to elaborate on the various factors of influence that are important to marketing strategy.
D. Be able to describe the factors involved in the consumer decision-making process.
E. Be able to question Marketing’s role on consumers, the environment, and local and global society.
F. Be able to appreciate the ethical issues involved in consumer behavior.
G. Improve your ability to think independently.
H. Improve your oral and written communication skills.
Required Materials:
Texts:


Cases: There are two required cases for this course. Since the cases come from Harvard Business School Publishing, you are required to purchase them. The cost is usually between $3.95-$8.95 for the case. I will release the information for each case one week before each case analysis session in class.

Lectures/Attendance: Each class builds upon the previous one and it is important that you attend all classes. Please make every attempt to be on time for the lectures. Arriving late/leaving early is very disruptive to the students around you and will negatively affect your class involvement grade. Your attendance is reflected in your class involvement grade (10% of your final grade; see below). An absence may be excused if I receive official notification from Health Services or the Dean’s Office.

CI Learn: Some lectures will be presented on PowerPoint slides. These slides will be posted on CI Learn. All efforts will be made to post these notes prior to class. However, at times they may be posted after class due to unforeseen circumstances. These slides should serve as outlines for the material covered and will NOT substitute for your attendance in class. Also, articles and classroom announcements will be posted at this site. Please make it a habit to check for announcements.

Grades: Grading will be as follows:
1. Student-led Discussion, worth 50 points (5%)
2. Class Involvement, worth 150 points (15%)
3. Reading Assessment, worth 200 points (20%)
4. Two Case Analyses, each worth 150 points (30%)
5. Final Project, worth 300 points (30%)
   a. Written Paper, worth 200 points
   b. Timeline Assignments, worth 50 points
   c. Oral Presentation, worth 50 points

Grading Scale:
A  94% and above         C  73 – 76%
A -  90 – 93%         C-  70 – 72%
B+  87 – 89%           D+  67 – 69%
B  83 – 86%           D  63 – 66%
B-  80 – 82%          D-  60 – 62%
C+  77 – 79%           F  59% and below
Assignments and Evaluations:
Student-Led Discussions: Cialdini’s book is a classic that is very commonly assigned to business and psychology school students. Every student should read Chapter 1 which gives you an overview of the overall book. In addition, six groups will be responsible for presenting the remaining six chapters to the class. Note: These groups are different from the groups you will form yourself for the final project.

Every student should participate in your assigned group’s presentation of its chapter. Your group should prepare a 15-20 minutes presentation in which you introduce your classmates to the following topics: 1) What is the “weapon of influence” discussed in your assigned chapter?, 2) What evidence does Cialdini provide for why this weapon is effective?, 3) What is the relevance for marketers today, and 4) what is the relevance for consumers today? Your presentation may take any form that you think works well (e.g., skit, video, example, etc.). Feel free to be creative with this assignment! Each presentation will be followed by 10 minutes of Q&A where your group will respond to question from the class.

Class Involvement: Class involvement incorporates your class preparation, participation, homework assignments, and attendance. Your class involvement grade is not simply awarded for attending class and needs to be earned through active preparation for, and participation in, class sessions. This includes completing assigned readings and homework problems and actively participating in class discussions. Please be aware that quantity of speaking does not equate excellent positive class involvement. Positive involvement reflects contributions that advance the discussion by presenting new ideas or insights, or building on others’ comments, or presenting a counterpoint to others’ comments in a respectful way. Contributions that are not positive are those that simply repeat points already made or deride others’ contributions in a discourteous way. Class involvement will be recorded on a daily basis (0 = absent, 1 = poor involvement, 2 = satisfactory involvement, 3 = good involvement, 4 = excellent involvement). Excused absences are only granted when a written excuse from CI’s Health Services or the College Academic Dean is given to Dr. Andrzejewski. Note: I hope you enjoy actively participating in the class discussions. If you are hesitant to participate for any reason, please do not hesitate to come and see me.

Reading Assessments: You will be expected to have all readings completed before class and be ready to actively discuss the readings in class. Students should focus on the core ideas and theories used in these readings and relate them to the larger scheme of business, organizations, and society. Reading in preparation for discussion is a much more active way of reading that requires that you engage with and reflect upon the material. You want to make critical interpretations, suggestions and connections with other readings, things you’ve encountered in other classes, everyday experiences, etc. When reading, be sure to think about the relevance and importance of the concepts you encounter to: 1) you as a consumer and 2) to marketers. We will typically use time in class to discuss and explore some (but not all) of the concepts covered in the readings in greater detail. Note: To begin a discussion of readings in class, I will typically “cold call” a student who is randomly selected.

There are eleven class sessions with assigned readings (all necessary reading assignment due dates are listed on the syllabus). For at least ten of those days, you should have completed the reading assessment posted on CI Learn 24 hours before the start of class time. You may skip one reading assessment, or if you complete all of the assessments, then you will receive extra-credit towards your final grade.

Final Project: The final project will provide a hands-on opportunity for you to better understand specific elements of psychology that influence consumer behavior. In small groups (3-5 students), you will investigate a consumer psychology issue or puzzle of your choice. Projects can focus on product and service categories, brands, social media, consumer segments and trends, tourism, sensory marketing, neuromarketing, or another consumer marketing issue of interest to your group. Topics need to be related to the purchase or consumption of products or services, have managerial or public policy relevance, and focus on basic issues of why, how, where, and when, consumers buy, as opposed to how many items are
purchased or consumed. For example, you may want to consider the following questions: What are the pre-purchase, or post-purchase, processes involved for consumers when making this purchase? What sort of external factors (e.g., “weapons of influence,” emotions, etc.) were involved in these processes? What can businesses learn from these processes and how might they be able to influence them? How might the companies modify their marketing strategies to improve their product, product positioning, overall brand image, enhance consumer experience with the product, and increase overall consumer satisfaction and loyalty.

When deciding on your topic, your group should first explore secondary research relevant to your topic (e.g., academic journals, Business Week, Wall Street Journal, etc.), to provide some familiarity with the important issues that marketers face on a regular basis when selling your chosen product/service. Throughout the duration of the semester, your group will investigate your topic using at least two methods that are commonly used in marketing research (e.g., experiment, surveys, focus group, observation, etc.). Additional details will be provided in class.

Every member of the group is expected to fully participate in the project, including attending group meetings, providing adequate input into each timeline assignment and the final project, and preparing and presenting the final project. If one student is not pulling their weight, then the following protocol should be used. (1) The group should first talk with the group member to try and resolve the issue. (2) If the first tactic does not work, then the group should meet with me to work it out. (3) If the issue is still not resolved, then the group member will be “fired” from the group and required to complete an alternate task. At the end of the semester, I will also ask each group member to assess the quality and quantity of their fellow group members’ contributions to the project. While the final grade on the group project is awarded to the entire group, these assessments may influence individuals’ grades on the final project.

The final project will result in a final paper of approximately 30-35 pages, as well as a professional presentation of your findings (15-20 minutes plus 5-10 minutes for questions). At various times during the semester, I have assigned components of the final project that should be completed and submitted when due.

Case Analyses: You will be required to analyze two actual business cases. The case analyses will allow you to apply the knowledge of consumer behavior concepts learned in class to actual marketing cases. In essence, you will act as a consultant hired by the firm to critically analyze the situation and provide strategic advice. The assigned case will be released one week before the assigned class period; however, the questions will not be given to you until that class session. You will be responsible for downloading the two cases from Harvard Business School prior to the dates listed on the syllabus and bringing your copy to class.

Homework: Homework assignments will be given in some classes. Completing the assignments is vital to success in the course and will contribute to your Class Involvement grade.

Late Work Policy: If you cannot meet a class deadline you must e-mail Dr. Andrzejewski at least 24 hours before the beginning of the class the assignment is due in. You must also provide a valid reason why you will be unable to meet the given deadline. The validity of your reason is up to the discretion of the Professor. Unexcused late work will result in a 5pt deduction for each business day the assignment is turned in late.
Classroom Etiquette: As a consideration to the instructor and your fellow students please turn your cell phones to the silent mode, or off, before entering weekly meetings. If you have an emergency situation that requires you to keep your cell phone on, please inform Dr. Andrzejewski at the beginning of the class. Additionally, professional behavior is expected at all times. Disruptive students will see a negative effect on their final grade, as well as be subjected to appropriate disciplinary measures including removal from class at the discretion of the instructor.

Laptop Policy: Students may bring laptops to class; however, the expectation is that laptops will be used for note taking and course related activities. Using laptops for non-course related activities is prohibited and students who violate this policy will receive a 10-point deduction from their final semester Class Involvement grade for every instance of using their laptop for non-Course related activities.

Cell Phone Policy: Texting in class is prohibited. If you need to text, please do so before or after class. Students will receive a 10-point deduction from their final semester Class Involvement grade for every instance of texting in class.

Audio/Visual Recording: Any recording (e.g., audio, visual, photography, etc.) of the instructor, students, exhibits, presentations and/or guest speakers is entirely prohibited. Students who violate this policy will receive a final grade of “F” for the course as well as appropriate sanctions.

Academic Integrity: It is the responsibility of each individual student to achieve the highest standards of academic integrity. Please refer to the Academic Dishonesty and Honor Code sections on CI’s website. Lapses in such integrity (i.e., cheating, plagiarism, etc.) will result in a zero on the assignment and referral to the proper disciplinary personnel.

ADA Statement: CI provides accommodations for any student with documented disabilities. If you have a disability and believe you require accommodations, please contact the Disabilities Services Coordinator. Please also see Dr. Andrzejewski early in the semester so we can make appropriate arrangements.

Additional Note: It is imperative that everyone’s opinions and views be respected at all times. There is absolutely no place in this course for rudeness, discourtesy, or intolerance. Not everyone will agree with all that is said or written – that’s okay, as long as we create and maintain a learning environment that encourages open and honest exchanges of ideas and opinions at all times.
<table>
<thead>
<tr>
<th>Class Date</th>
<th>Reading</th>
<th>Topic &amp; Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>W 1/21</td>
<td>Introduction to the course and syllabus.</td>
</tr>
<tr>
<td>Week 2</td>
<td>W 1/28</td>
<td>Social Influence &amp; Persuasion; <strong>Presentation</strong></td>
</tr>
<tr>
<td>Week 3</td>
<td>W 2/4</td>
<td>Exposure, Attention, &amp; Perception; <strong>Project Idea</strong></td>
</tr>
<tr>
<td>Week 4</td>
<td>W 2/11</td>
<td>Motivation</td>
</tr>
<tr>
<td>Week 5</td>
<td>W 2/18</td>
<td>Memory &amp; Knowledge; <strong>Project Plan</strong></td>
</tr>
<tr>
<td>Week 6</td>
<td>W 2/25</td>
<td>Demographics &amp; Psychographics</td>
</tr>
<tr>
<td>Week 7</td>
<td>W 3/4</td>
<td><strong>Case Analysis 1</strong></td>
</tr>
<tr>
<td>Week 8</td>
<td>W 3/11</td>
<td>Final Project Workshop: Research Methods; <strong>AB</strong></td>
</tr>
<tr>
<td>Week 9</td>
<td>W 3/18</td>
<td>Spring Break!</td>
</tr>
<tr>
<td>Week 10</td>
<td>W 3/25</td>
<td>Attitude Formation &amp; Change</td>
</tr>
<tr>
<td>Week 11</td>
<td>W 4/1</td>
<td>Judgment &amp; Decision Making; <strong>Stage 1</strong></td>
</tr>
<tr>
<td>Week 12</td>
<td>W 4/8</td>
<td>Consumption and Satisfaction</td>
</tr>
<tr>
<td>Week 13</td>
<td>W 4/15</td>
<td>Dark Side of Consumer Behavior; <strong>Stage 2</strong></td>
</tr>
<tr>
<td>Week 14</td>
<td>W 4/22</td>
<td>Current Topics in Consumer Behavior</td>
</tr>
<tr>
<td>Week 15</td>
<td>W 4/29</td>
<td>Course Wrap-Up</td>
</tr>
<tr>
<td>Week 16</td>
<td>W 5/6</td>
<td><strong>Final Project Presentations</strong></td>
</tr>
</tbody>
</table>
Final Paper Due to Dr. A. by 4:30pm

Case Analysis 2

I = “Influence”
PI = “Predictably Irrational”
PC = “Paradox of Choice”
B = “Buyology”

The student acknowledges receipt of the syllabus and the information herein by completing the student information card during the first class session. The instructor reserves the right to make changes to the syllabus if circumstances warrant such change. All changes will be provided to students in writing.