

Syllabus for Consumer Behavior (MKT 311)

Instructor

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Course Description and

Consumer Behavior is the study of the factors that motivate us to acquire, consume, repurchase and dispose of goods, services and ideas. In this course we seek to better understand what, how, where, why and in what quantity consumers buy. We do this by examining the economic, psychological, and sociological factors contributing to our purchase decision making. Marketing managers use this knowledge to design messaging that encourages consumers to purchase and repurchase their offerings.

Learning Objectives

Students will find that the material covered in this course has importance to their personal lives, as well as significant relevance to their professional development as marketing managers. Upon completion of this course students will be able to: (1) analyze marketing programs within the context of the EKB consumer behavioral model; (2) explain psychological influences on consumer decision-making; (3) describe the importance of culture, reference groups and family in consumer purchasing; (4) discuss how the knowledge gained through the study of consumer behavior may require marketers to consider the ethical implications of their marketing decisions; and, (5) discuss consumer behavior as it relates to globalization.

Required Text

Shopper, Buyer, and Consumer Behavior, 4th Edition, by Jay Lindquist, Ph.D. & M. Joseph Sirgy, Ph.D. You must purchase and read the book in order to do well in the course. See www.atomicdogpublishing.com for your purchasing options. Copies of the text will be available at the bookstore at the start of the semester.

Course Approach

The class will consist of the instructor lectures, class discussion facilitated by the instructor and in-class group workshops. Students are encouraged to ask questions. It is expected that students will come to class having read the assigned reading material. Students will frequently work in teams to give deeper meaning to the reading material.

The PowerPoint slides, course hand-outs and study notes can be found on the course Blackboard site. These materials are intended to supplement, not replace, the book.

Course Policies

Since we meet just once a week, your attendance at each class meeting is essential to your success in the course. Should it be necessary for you to be absent, please send me an email to arrange for a makeup assignment. Please see the Student Guidebook (available at www.csuci.edu) and the CSUCI Policies webpage (available at <http://www.csuci.edu/students/publication/guidebook/policies.htm>) for campus-wide policies applicable to this and all CSUCI courses including policies on Academic Dishonesty and accommodations available for students having disabilities.

Grading

The final grade for this course will be based on a total of 100 points, as follows:

Points	Date	Description
45	Sep 22 Oct 20 Nov 17 Dec 8	Tests. Four tests will be offered throughout the semester with each test worth 15 points with the lowest test score dropped. Tests will consist of multiple choice and essay questions.
30	Dec 1	Group Project. The project will consist of a written document and a class presentation. A brief description of the course project is presented below.
10	Nov 3 Nov 10 Nov 17 Nov 24	Book Report. Each student selects and reads a book from the reading list (below). Teams will be assembled consisting of students who selected the same book. Each team will conduct a short in-class seminar to discuss the book. Book report seminars will be scheduled for presentation in November.
15	Each Monday	Class Participation. Points will be awarded for participation in group workshops and in-class team assignments.

Throughout the semester, there will be opportunities for extra credit. Failure to complete a class makeup assignment will result in the loss of 4 points.

Reading Assignments (schedule of assignments subject to change with notice)

Date	Assignment
August 25	Chapter 1
September 8	Chapter 2 and 3
15	Chapter 4
22	Chapter 5 & Test 1 (Chap 1-4)
29	Chapter 6 & Case K
October 6	Chapter 7 & 8
13	Chapter 9 & 10
20	Chapter 11 & Test 2 (Chap 5-10)
27	Chapter 12 & Case A
November 3	Chapter 13 & 14
10	Chapter 15
17	Chapter 16 & Test 3 (Chap 11-15)
24	Chapter 17 & Case L
December 1	Chapter 18 & Projects Due
8	Test 4 (Chap 16-18)

Course Project

You and your team will create an abbreviated Marketing Plan for a new product. Your group will first focus on an existing consumer product or service and explain the current marketing strategy for this product. Next, you will invent a new product that will directly compete with this existing product. For example, if you could choose Clorox Bleach as your existing product. Your new competing product might be called Zuma Bleach. Your paper, not to exceed 20 pages, will develop a strategy for marketing the new product with particular attention to how the new product will improve upon the current product's marketing strategy thereby garnering market share. You should discuss the buyer's purchase decision process for this product and how your marketing recommendations interact with that process.

Your paper should include the following sections:

- Executive Summary
- Market Analysis of Current Product
 - Product Description
 - Customer Profile
 - Marketing Strategy
- Market Analysis of New Product
 - Product Description
 - Targeted Customer Segments
 - Marketing Strategy
- Conclusion

We will spend time during our third session (Sep 15) to discuss the project, form groups, and develop a strategy for successfully completing the project. The project write-up will be due on December 1. Reports are required to follow the APA guidelines (e.g. double-spaced, 1 inch margins, 12-point font, and include a list of all references). Each group will give a presentation of their findings to the class at one of the last two class sessions.

Reading Booklist (Fall 2008)

Treasure Hunt: Inside the Mind of the New Consumer

by Michael J. Silverstein, John Butman

Hardcover: 272 pages

Publisher: Portfolio Hardcover (May 4, 2006)

ISBN-10: 1591841232

ASIN: B000NA1XSU

Emotion and Reason in Consumer Behavior

by Arjun Chaudhuri

Hardcover: 184 pages

Publisher: Butterworth-Heinemann

(January 9, 2006)

ISBN-10: 075067976X

ISBN-13: 978-0750679763

Habit

Influence: Science and Practice (4th Edition)

by Robert B. Cialdini (Author)

Paperback: 262 pages

Publisher: Allyn & Bacon; 4 edition (July 9, 2000)

ISBN-10: 0321011473

ISBN-13: 978-0321011473

Buying In: The Secret Dialogue Between What We Buy and Who We Are

by Rob Walker

Hardcover: 320 pages

Publisher: Random House (June 3, 2008)

ISBN-10: 1400063914

ISBN-13: 978-1400063918

Why We Buy: The Science Of Shopping

by Paco Underhill

Paperback: 256 pages

Publisher: Simon & Schuster (June 2, 2000)

ISBN-10: 0684849143

ISBN-13: 978-0684849140