

## **Seminar in Marketing: Consumer Behavior Business Administration 335**

### **Required Texts**

*Consumer Behavior* (Ninth Edition) by Hawkins, Best and Coney.  
*The Tipping Point* by Malcolm Gladwell.

### **Course Objectives**

Consumer Behavior, at its heart, is social psychology applied to consumption situations. These situations include the buying, selling, use and disposal of consumer goods and services. In many instances, it also includes learning about and the research of consumer goods. At the course's end, you should possess a working knowledge of attitudes, perceptions, decision making and external, cultural influences of consumer behavior.

### **Course Requirements**

Each student is required to take a mid-term exam worth approximately 75 points. The midterm is scheduled for February 20, 2007.

In place of a final exam, each student is required to write a term paper that compares the assertions of *The Tipping Point* to the concepts studied during the course of *Consumer Behavior*. The paper is worth 100 points and is due during the final exam time on Thursday, April 27.

The two homework assignments will be outlined in additional handouts. These assignments are worth 25 points each. The first assignment is due on February 15. The second assignment is due on March 15. Assignments are due at the beginning of class. Late assignments will not be accepted except in cases of *extreme hardship*. If something comes up that prevents you from turning in an assignment in a timely manner it is in your best interest to contact me immediately and convincingly.

Five in-class group assignments are due during the class period in which they are assigned (thus in-class) and are worth 10 points each. All in-class assignments will focus on application of the textbook readings to current marketing events.

Additionally, each student will be responsible for finding five articles from the popular and business media that discuss topics covered in this course. A summary of each article must be posted to Campus Pipeline. The details of this assignment will be covered in an additional handout.

Finally, each student will be responsible for participating in a group project that will be outlined in a later handout. The project should focus on the external, cultural influences on consumer behavior. This project includes a 15-20 page paper and a class presentation on the group's chosen topic. Presentations will be held the first week of February, and the papers are due on February 8.

### **Attendance**

Attendance and class participation are encouraged and expected, but ultimately are YOUR responsibility.

### **Irresponsible Behavior**

Irresponsible behavior includes cheating and plagiarism as well as creating a hostile environment for your instructor and classmates. This behavior will not be tolerated by your instructor or the University. I strongly suggest that you do your own work, do it honestly and play nice.

### **Grading Scale**

419-450	A
405-419	A-
392-404	B+
374-391	B
360-373	B-
347-359	C+
329-346	C
315-328	C-
270-314	D
0-269	F

## Class Schedule

January 9	Introduction
January 11	Consumer Behavior and Marketing Strategy <i>Consumer Behavior</i> Chapter 1
January 16	External Influences: Cross Cultural Variations <i>Consumer Behavior</i> Chapter 2
January 18	External Influences: Changing American Values & Demographics <i>Consumer Behavior</i> Chapter 3 & 4
January 23	External Influences: Changing American Subcultures <i>Consumer Behavior</i> Chapter 5
January 25	External Influences: Families, Households & Groups <i>Consumer Behavior</i> Chapter 6 & 7
January 30	Group Project Work
February 1 & 6	Group Presentations
February 8	Group Project Papers due
February 13 & 15	Subliminal Advertising Writing Assignment #1 due 02/15/07
February 20	Midterm <i>Consumer Behavior</i> Chapters 1-7
February 22 & 27	Internal Influences Perception <i>Consumer Behavior</i> Chapter 8
March 1	Internal Influences: Learning <i>Consumer Behavior</i> Chapter 9
March 6	Internal Influences: Motivation and Personality <i>Consumer Behavior</i> Chapter 10
March 8 & 13	Internal Influences: Attitudes <i>Consumer Behavior</i> Chapter 11
March 15	Library work day Writing Assignment #2 due

March 20 & 22	Spring Break
March 27	Consumer Decision Process: Situational Influences <i>Consumer Behavior</i> Chapter 13
March 30 & April 3	Consumer Decision Process: Problem Recognition <i>Consumer Behavior</i> Chapter 14
April 5	Consumer Decision Process: Information Search and Evaluation <i>Consumer Behavior</i> Chapter 15 & 16
April 10 & 17	Consumer Decision Process: Outlet Selection and Post Purchase Processes <i>Consumer Behavior</i> Chapter 17 & 18
April 19	Library work day
April 24	Review
April 27	8:00 – 10:00 a.m. Term papers due