2014

370 Consumer Behavior

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Xavier University  
Department of Marketing  
Williams College of Business  
MKTG 370 Consumer Behavior

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Room: 320 Hailstones Hall  
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Office: 302 SMITH Hall Office phone: 745-2980  
Classroom: 249 Smith

Williams College of Business Mission Statement:  
“We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.”

Academic Policies: Will be consistent with Student Handbook.

WCB Undergraduate Learning Goals Objectives:

- **Critical Thinking**
  
  *Learning Goal:* WCB graduates will be able to think logically, reason quantitatively, and utilize appropriate analytical techniques and technology when evaluating and making decisions.
  
  *Corresponding Objectives:*
  
  - (1) Students will collect, evaluate and synthesize information to offer solutions and and recommendations necessary for business decision making.
  - (2) WCB students will evaluate and articulate implications of business decisions and their impact on organizational stakeholders, both individually and in teams.

- **Ethics and Social Responsibility**

  *Learning Goal:* WCB graduates will be able to recognize ethical issues, discern moral implications of decision making, and be prepared, and willing, to serve as responsible and professional members of society.
  
  *Corresponding Objectives:*
  
  - WCB students will recognize ethical issues and their implications on personal and business decisions.
  - WCB students will demonstrate the skills necessary to analyze information and make informed, ethical decisions in complex, conflicting or ambiguous environments or situations.

- **Effective Written and Oral Communication**

  *Learning Goal:* WCB graduates will be able to organize, support and communicate ideas clearly and effectively, employ multiple mediums of communication (e.g., written, oral and visual), and adapt communication to audience, context or purpose.
  
  *Corresponding Objectives:*
  
  - WCB students will produce an integrated marketing mix analysis that is organized and communicate ideas clearly and professionally.
  - WCB students will make effective presentations with regard to this marketing analysis, accompanied by the appropriate technology, demonstrating their ability to organize and communicate ideas clearly and professionally, both individually and in teams.

- **Global Perspective and Cultural Diversity**

  *Learning Goal:* WCB graduates will appreciate the historical and cultural contexts of the world in which they live, demonstrate the competencies required for engaging in global business activities, and respect and value diverse peoples and perspectives.
  
  *Corresponding Objectives:*
  
  - WCB students will identify and learn about key attributes of countries’ business environments.
• WCB students will evaluate and integrate global economic, political, technological, environmental and societal issues into their decision making.
• WCB students will integrate the concepts of respect, inclusiveness and valuing all persons into their decision making.

• **Understanding and Application of Knowledge Across Business Disciplines**
  *Learning Goal:* WCB graduates will be able to evaluate business from an integrative and holistic point of view, leverage the synergies between functional business areas, and demonstrate college-level mastery of their chosen discipline.
  *Corresponding Objectives:*
  • WCB students will demonstrate the appropriate knowledge of the roles of accounting, economics, finance, management, management information systems, marketing, quantitative business analytics, international issues, and the legal and social environment of business.
  • WCB students will evaluate business problems from an integrative point of view, including diverse business functions, competition and external environment (social, political, economic, and environmental.)
  • WCB students will demonstrate college-level mastery of the body of knowledge and skills relative to their major.

• **Personal and Professional Development**
  *Learning Goal:* WCB graduates will be well-prepared for their future careers and appreciate the importance of continuous professional development and life-long learning.
  *Corresponding Objective:*
  WCB students will articulate career goals, prepare a professional resume, demonstrate behavior-based interviewing techniques and develop a professional network.

**Consumer Behavior Course Objectives:**

*Consumer Behavior* explores how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies.

Objectives:

• Understand how companies use consumer behavior theories to create marketing strategies,
• Demonstrate the importance of cultural differences in both domestic and multinational marketing.
• Through the use of cases and examples provide real world examples of how these theories and concepts are used by marketers today.

**Text:**  *Consumer Behavior, 11/E*

Leon G. Schiffman
Joseph Wisenblit

Course Evaluation:
Class Participation: 10%
Midterm: 25%
Final: 25%
Electronic Journal: 25%
Case Write Ups and Presentations: 15%

Final grades will be calculated as follows:
A    93 –100.0%  C+    77 – 79.9%
A-   90 – 92.9%  C    73 – 76.9%
B+   87 – 89.9%  C-    70 – 72.9%
B    83 – 86.9%  D    60 – 69.9%
B-   80 – 82.9%  F    Below 60%
Grades will not be curved during the semester.

SCHEDULE (It is up to the student to stay up to date with any changes or modifications)
MAY 12:
Chapter 1: Technology-Driven Consumer Behavior
Chapter 2: Segmentation, Targeting, and Positioning
Chapter 3: Consumer Motivation and Personality

MAY 13:
Chapter 4: Consumer Perception
Chapter 5: Consumer Learning
Chapter 6: Consumer Attitude Formation and Change

MAY 14
Chapter 7: Persuading Consumers
Chapter 8: From Print and Broadcast Advertising to Social and Mobile Media
Chapter 9: Reference Groups and Word-of-Mouth

Case: Porsche, page 53
MAY 15
Directions Research: Field Trip, Mr. John Kerr, VP Client Service/Group Leader
Role of strategic marketing research in understanding consumer behavior  (8:30 am – 11:45 am)
Chapter 16: Consumer Research

MAY 16: MIDTERM EXAM

MAY 19:
Guest Speaker: Tiffany Hudson, KAO Company

Case: Procter and Gamble, Febreze, page 166

Chapter 10: The Family and Its Social Standing
Chapter 11: Culture’s Influence on Consumer Behavior

MAY 20:
Chapter 12: Subcultures and Consumer Behavior
Chapter 13: Cross-Cultural Consumer Behavior: An International Perspective

Case: Keystone Light/Miller Coors, page 228

MAY 21:
Chapter 14: Consumer Decision-Making and Diffusion of Innovations
Chapter 15: Marketing Ethics and Social Responsibility

Electronic Journals Due and Class Presentations

MAY 22:
Field Trip Kenwood Towne Center; discussion with Wanda Wagner-Turiak, CSM Sr. General Manager, Kenwood Towne Centre on consumer decision making and retailing trends. (9 am – 11:30 am)

MAY 23: FINAL EXAM
CASE WRITE UPS AND PRESENTATIONS (10% group case; 5 % individual write ups):
Each student will present and lead the discussion of 1 case (2 students per case). Sign up sheet will be provided in class for the following 4 cases:

- Porsche, page 53
- Proctor and Gamble, Febreze, page 166
- Lifeboy/Unilever Asia Private Limited, 168
- Keystone Light/Miller Coors, page 228

Evaluation:
Leading the discussion in class including the questions presented at the end of each case.
Engagement of the class in the discussion (this is a part of your grade)
Power point presentation that must be emailed to Dr. Walker the night before
Provide group assessment of the case

Everyone in the class is responsible for reading every case and must be prepared to participate.

If you are not presenting a case you must turn in a typed 1 page analysis of each case. If the paper is not typed and turned in by the beginning of class time it will not be accepted. YOU MAY NOT EMAIL ME THE CASE. YOU MUST BE IN CLASS TO GET THE CREDIT. NO EXCEPTIONS!

ELECTRONIC JOURNAL
Electronic journal via power point that allows you to tack consumer behavior concepts and theories through out the course

1. Identify one concept each for any 8 of the 16 chapters of the text. Only one concept per chapter so your journal will include examples from any 8 of the 16 chapters.
2. Provide a specific marketing example that demonstrates that concept in action (do not use any examples in the book).
3. Each concept needs to be visually shown in the power point journal
4. Each concept needs to be explained in the power point journal
5. References should be included in the last power point slide
6. You will present your findings in class on May 22nd.
7. You grade will be based on how the examples alien with each concept as well as your rationale for each.
8. Your power point presentation must be emailed to Dr. Walker before class on May 22nd