



Cedar Crest College

Consumer Behavior

Professor Arlene Peltola
Office location: 220 Curtis Hall ampeltol@cedarcrest.edu
Office hours Tues Wed Thurs 1:30- 2:30 and by appointment
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MRK 250-60 HYBRID Thurs 7-9:30 pm

Curtis 110

Class Meeting Schedule- 8/28, 9/11, 9/25, 10/9, 10/23, 11/6, 11/20

The student is required to complete work on-line in between these live class meetings.

Required Text: Consumer Behavior 4e

Hoyer McInnis

Houghton Mifflin

ISBN 13: 978-0-618-64372-1

Required Literature: The Wall Street Journal is required reading. Students will self-subscribe.
www.wsj.com/student

Course Description: A 3-credit interdisciplinary approach to understanding consumer decision making behavior as we become aware of, search out, purchase, evaluate and dispose of products, services, companies and ideas. The student will become familiar with the psychological framework and process consumers use to make decisions, they will explore consumers' culture and welfare and examine the diffusion of innovation and its impact on individual purchase and society.

Objectives: By the completion of the course, the student should be able to

- Identify and explain key internal and external influences on consumption decisions
- Explain the consumer decision process
- Intuitively understand consumer behavior and its central link to marketing strategy
- Apply concepts, theories, case work and best company practices to understand Brand Image and Advertising in our global market today
- Develop and present a marketing plan

Methods: Lecture/In- depth discussion of text, readings/small group assignments and discussions, an individual assignment, comprehensive development and presentation of a Marketing Plan. Instructor will provide commercial product samples for students to examine as we discuss the text and view relevant videos. Students will refer to the student web site for chapter previews, chapter outlines, internet exercises and a study guide. **Students must prepare thoroughly for every class as we will look to include a rich diversity of thought to bear on our assignments.** Using the library as a resource will be necessary to stay abreast of recent publications and add value to your Marketing Plan. On-line web site review is required for discussion regarding companies and brands. Each student will keep purchase journals to chronicle their own marketing behavior and motivation. We will rely on e-college MRK 250-60 for doc sharing, grade book, announcements etc. Make sure you are in. and the college IT department (x3348) has your correct e-mail address in that system.

Attendance: Attendance at each of our 6 in-class meetings is critical to your success in this course. Students are expected to attend and fully participate in class. In the event that you miss a lecture, it is the student's responsibility to make up work. If an assignment is due the day of the absence, the due date does not change. If you miss more than two classes, you may fail the class. Work diligently during your on-line weeks. Excused absences are only those that have a submitted doctor's note. Excused absences count as half an absence.

Honor Philosophy

"The Cedar Crest Honor Philosophy states that students uphold community standards for academic and social behavior in order to preserve a learning environment dedicated to personal and academic excellence. Individuals who accept the honor of membership in the Cedar Crest College community of scholars pledge to accept responsibility for their actions and the effect their actions may have on other members of the College Community." (Cedar Crest College Catalog, p 28)

Academic Dishonesty

Whether "deliberate or accidental, academic dishonesty is a serious academic offense and a violation of the spirit of the Cedar Crest Honor Code." (Cedar Crest College Catalog, p 28) Plagiarism will result in a zero score on any assignment, will be reported to the Business Chair and may lead to an F for the course.

Students with Documented Disabilities

Students with documented disabilities who may need academic accommodations should discuss these needs with the professor during the first two weeks of class. Students with disabilities who wish to request accommodations should contact the Advising Center.

Late submissions of assignments

Students are expected to submit all assignments on the assigned due date. Students who are absent from class are still responsible for timely submission of assignments. Late submissions will earn half credit if submitted within a week of the assignment, beyond that, assignments earn 0 credit.

Evaluation: Grades will be determined based on the following:

Grade Distribution

Discussion Preparedness/Caliber of Contribution*	20%
Mid Term	20%
Final	20%
Individual Assignment	10%
Marketing Plan	30%

*Details on Discussion Preparedness appear below the Class Schedule

Grade Assignment

93%- 100%+	A
90%-92%	A-
87%- 89%	B+
83%-86%	B
80%-82%	B-
77%-79%	C+
73%-76%	C
70%-72%	C-
67%-69%	D+
60%- 66%	D
Below 60%	F

Assignments: Consumer Behavior will be divided into teams that will work together for the entirety of the semester. By the end of Class (828), each team will have chosen a Brand for their Marketing Plan. The Marketing Plan will follow a structure provided in class; at least 2 scholarly and 2 popular sources are required to lend support to the Plan. As we progress, portions of your Marketing Plan will be discussed. Students will complete an individual assignment, either a 1-3 page paper or a concept board or a video on a chapter topic of interest supported by external research. Both the individual assignment and the Marketing Plan must have a "Works Cited" page in APA. Two exams are scheduled. WSJ reading, shopology and article presentation is required. During non- class meetings, the student will view all Chapter videos to prepare for the upcoming lecture, thoroughly review the chapters and post chapter and video summary on-line. Students will post WSJ summaries on line each week. Each student will complete the Brain Refresh for each chapter on their own and refer to the answers on line in doc sharing in order to best prepare for the exams. Purchase Journals are due 10/23.

Class Schedule

Date

Aug 28

Course Assignments and Expectations
Class Participation- Caliber of Comments
Library Resources beyond Google
Shopology and Purchasing Journals
Reading-WSJ, Brand Week, Adv.Age
Review Chapter 1: "Understanding Consumer Behavior"
and Chapter 2:"Developing and Using Information about Consumer Behavior"
Chapters 1,2 Videos
Billion Dollar Brands
Top 10 Global Brands
Discussion: HBR "Virtuoso Teams"
Examples of Concept Boards
Understanding Market Share
Group Membership Determination
Group Brand for Marketing Plan and Presentation Date

9/4/08 is NOT a class setting- Individual on-line work is required

Assignment/Reading

Chapter 1 and 2

Sept 4

Read Chapter 3
View Chapter 1, 2, 3 Videos during off weeks on-line
Shopology/Purchase Journals- post your comments
Post discussion WSJ
Brain Refresh Chapters 1 and 2

Assignment/Reading

Chapter 3 Post summary on line
HBR Virtuoso Teams-post comments on discussion board
Establish Purchasing Journals
Purchasing Journal Inputs
Mail, phone or email request published information for your BRAND
Begin a comprehensive research study of your Brand's marketing strategy

Interview or study a manager at your Company (CEO, CMO, Director of Sales etc.)
WSJ article-post comments

Sept 11

Choose and ad, present its Target Market
Library Visitation
Lecture Chapter 4: Consumer's need for accurate
Information
Video
Shopology/Purchasing Journals- in class discussion from your
weekly purchase behavior
WSJ Discussion
Examples of Brand Marketing Plans
Brain Refresh Chapter 3, 4

Assignment/Reading

Chapter 5
Review the advertising and/or PR for your BRAND
Determine their advertising and or PR agency
WSJ article

Sep 18

Post Chapter Summary 5-Knowledge and Understanding
View Video- post comments
WSJ posting
Shopology/Purchasing Journals-post
Brain Refresh Chapter 5
Marketing Plan- e-mail or see Professor with a status update
and a view of your preliminary information retrieval

Assignment/Reading

Read Chapter 9
Determine your Brand's

Sep 25

Exam One 90 minutes Chapters 1-5
Lecture Chapter 9 Problem Recognition and Information Search
Video
Shopology/Purchase Journals
Discussion WSJ article
Brain Refresh Chapter 9
Group Collaboration with Professor if necessary

Assignment/Reading

Chapter 12
Outline the web site strategy of your Brand
Study Chapters 1-5, Review notes

Oct 2

Post Summary- Lecture Ch 12 "Post Decision Process"
Post comments on Video Jet Blue
WSJ discussion- post comments n your article
Shopology/Purchase Journals
Brain Refresh Ch 12

Assignment/Reading

Read Ch 13
WSJ

Oct 9 Exam One Return/ Discussion
Lecture Ch 13 “Consumer Diversity”
Video
Diversity Council Discussion- at Corporations

Assignment/Reading

Ch 17
WSJ

Oct 16 Post summary Chapter 17 “Adoption of Resistance to and Diffusion of Innovations”
Video – post comments
WSJ discussion-post your summary/comment on others’
Brain Refresh Chapter 17

Assignment/Reading

Ch 19
WSJ

Oct 23 Chapter 19 “Consumerism and Public Policy Issues”
Video
Shopology/Purchase Journals
WSJ discussion
Brain Refresh Chapter 19
Purchase Journals Due

Assignment/Reading

Chapter 9, 12, 13, 17, 19
Determine your Brand’s size of industry and segment
WSJ article

Oct 30 **Marketing Plan Work in Progress**

Assignments/Readings

Study
Finalize Marketing Brand Plan

Nov 6 **Exam 2- 90 Minutes** Chapters 9, 12,13,17,19
Individual Assignment Presentations

Nov 13 Marketing Plan Work in Progress

Nov 20 **LAST CLASS:** Marketing Plan Presentations

Nov 27 NO Class FALL BREAK

Presentation Overview

Each team will hand in an electronic and hard copy version of the Marketing Plan. Each group will present their marketing plan to the class. Presentations should be 15 minutes in length, and be presented by each

member of the group. Presentation should cover all of the functional areas of the marketing plan; discuss research, assumptions, and conclusions. The presentation should conclude with the team making a persuasive argument for implementing their recommendations. You will evaluate other members of your Brand team as a factor in the Brand Marketing Plan grade.

Discussion Preparedness

Grade	Criteria
A	<ul style="list-style-type: none"> ☐ Demonstrates excellent preparation; shows evidence of having identified, analyzed, and responded to the key issues raised in the readings. ☐ Volunteers contributions to discussions which reflect a systematic effort to utilize the ideas, interpretations and information presented in the readings as an opportunity to raise ideas and questions that go beyond those found in the readings. • ☐ Demonstrates an active level of engagement.
B	<ul style="list-style-type: none"> ☐ Demonstrates good preparation; shows evidence of having identified and analyzed the key issues raised in the readings. ☐ Volunteers contributions to discussions which reflect a systematic effort to draw upon and apply the ideas, interpretations, and information presented in the readings. • ☐ Demonstrates a conscientious level of engagement.
C	<ul style="list-style-type: none"> ☐ Demonstrates adequate preparation; shows familiarity with the key issues raised in the readings. ☐ Typically does not volunteer contributions to discussions, but will contribute when called upon; contributions do not consistently draw upon or reference the ideas, interpretations and information presented in the readings. ☐ Demonstrates a sporadic level of engagement.
D	<ul style="list-style-type: none"> · Demonstrates minimal preparation; shows familiarity with few of the key issues raised in the readings. · Does not volunteer contributions to discussion and has little to say when called on; contributions do not reference the ideas, interpretations or information presented in the readings. · Demonstrates a superficial level of engagement.
F	<ul style="list-style-type: none"> · Demonstrates little preparation; shows no evidence of having read the material · Does not volunteer contributions to discussion, does not respond when called on. · Demonstrates virtually no level of engagement, frequently absent from class.

The plans will be graded on the following factors (approximately 10% per factor):

- The level of analysis apparent
- Use and depth of research
- Ability to relate strategic theory to your company’s real situation
- Incorporation of current events and business issues into the plan
- Clarity of the competitive advantage
- Quality and feasibility of your recommendations
- Evidence of group cohesiveness
- Ability to communicate clearly
- Strength of the Overall Strategic Plan
- Team feedback

