Professor: Arlene Peltola
Office location: 220 Curtis Hall  ampeltol@cedarcrest.edu
Office hours Wednesday 1:00-3:00 pm and by appointment
610 606 4666 x3753

MRK 250-60 HYBRID HBB 7
Thurs 7:00 pm- 9:30 pm
IN CLASS Settings; 8/27, 9/10, 9/24, 10/8, 10/22, 11/5, 11/19 in class
Alternate Weeks are On-line

Required Text: Consumer Behavior 4e
Hoyer McInnis
Houghton Mifflin
ISBN # 978 0618643721

Required Literature: Advertising Age is required reading. Students can self-subscribe, use the Library hard copy or refer to the Advertising issue on line (see Webliography). We will also be reading passages from buy-ology by Martin Lindstrom provided in class, however, purchasing the book may be more convenient for you and beneficial if you want to read it in its entirety.

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 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
- Strategically 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 comprehensive 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 text 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. We will rely on e-college MRK 250 for doc sharing, grade book, announcements, Webliography, dropbox etc. Make sure you are in. and the college IT department (x3348) has your correct e-mail address in that system.

Attendance: Attendance 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. 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 is not tolerated;
it will result in a zero on the assignment and will be reported to the Provost.

**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.

**Team Presentations and Peer Review**

Each student is expected to make team presentations. Presentation aids may be used and these aids may be
 technological or conventional (hand outs, posters, power point etc.) Peer review involves reviewing the
work and contributions of those in your assigned group as well as your classmates as a whole.

**Evaluation:** Grades will be determined based on the following:

<table>
<thead>
<tr>
<th>Grade Distribution</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Discussion Preparedness/Caliber of Contribution*</td>
<td>20%</td>
</tr>
<tr>
<td>Mid Term</td>
<td>15%</td>
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<tr>
<td>Final</td>
<td>15%</td>
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<tr>
<td>Individual Assignment</td>
<td>20%</td>
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<tr>
<td>Marketing Plan</td>
<td>30%</td>
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*Details on Discussion Preparedness appear below the Class Schedule

**Grade Assignment**

<table>
<thead>
<tr>
<th>Grade Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>93%- 100%+</td>
<td>A</td>
</tr>
<tr>
<td>90%-92%</td>
<td>A-</td>
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<tr>
<td>87%- 89%</td>
<td>B+</td>
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<tr>
<td>83%-86%</td>
<td>B</td>
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<tr>
<td>80%-82%</td>
<td>B-</td>
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<tr>
<td>77%-79%</td>
<td>C+</td>
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<tr>
<td>73%-76%</td>
<td>C</td>
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<tr>
<td>70%-72%</td>
<td>C-</td>
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<tr>
<td>67%-69%</td>
<td>D+</td>
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<tr>
<td>60%- 66%</td>
<td>D</td>
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<tr>
<td>Below 60%</td>
<td>F</td>
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**Assignments:** Consumer Behavior will be divided into teams that will work together for the entirety of the
semester. By the end of Class 1 (8/27), 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 and lead to growth over a three year period. Works cited is a required
page at the end of the Plan; use the MLA as your format. You may refer to “easy bib” to help you format
your sources. Students will complete an individual assignment, either a 1-3 page paper, a video or a
concept board on a chapter topic of interest supported by external research (2 scholarly, 2 popular). Use
MLA format and attach a works cited page. Two exams are scheduled. Advertising Age reading and article
A presentation is required. Each week, individual students will read and prepare comments regarding a recent Advertising Age story.

### Class Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>In Class-Student and Professor Introductions</th>
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<tbody>
<tr>
<td>8/27</td>
<td>Course Assignments and Expectations</td>
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<tr>
<td></td>
<td>Class Participation- Caliber of Comments</td>
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<td></td>
<td><strong>HYBRID Strategy</strong></td>
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<td></td>
<td>Library Resources beyond Google</td>
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<td></td>
<td>Shopology – why do you buy what you do?</td>
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<tr>
<td></td>
<td>Reading- Advertising Age</td>
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<tr>
<td></td>
<td>Chapter 1: “Understanding Consumer Behavior”</td>
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<td></td>
<td>Chapter 2: “Developing and Using Information about Consumer Behavior”</td>
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<tr>
<td></td>
<td>Group Membership Determination</td>
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<td></td>
<td>Group Brand for Marketing Plan and Presentation Date</td>
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<td></td>
<td>The Marketing Club</td>
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<td>Marketing Practicum</td>
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#### Assignment/Reading

**Chapter 1 and 2 and 3**

- Read Advertising Age

**9/3**

**Summarize Chapter 3, Main Points**

- View/comment on Chapter 1, 2, 3 Videos on-line
- Top 10 Global Brands
- Discussion: HBR “Virtuoso Teams” - on line 3 key points
- Brain Refresh Chapters 1, 2 and 3
- Timeline for your Marketing Plan - post on line

**Assignment/Reading**

**Chapter 4**

- 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.)
- Adv Age article

**9/10**

**IN CLASS- Library Visitation**

- Chapter 4: “Exposure, Attention, and Perception”
- Billion Dollar Brands
- Choose and ad, present its Target Market
- Group discussion Adv Age
- Shopology
- Adv Age discussion
- Examples of Brand Marketing Plans
- Exam Expectations

**Assignment/Reading**

**Chapter 5**

- Review the advertising and/or PR for your BRAND
- Determine their advertising and or PR agency
- Adv Age article

**9/17**

- Chapter 5 “Knowledge and Understanding” POST 3 main points
- View videos Ch 1-5
- Adv Age discussion- on line
- Shopology
Marketing Plan - a status update and a view of your preliminary information retrieval to professor

Assignment/Reading
Study Chapters 1-5
Determine your company’s competitive set

9/24  IN CLASS- Exam One 60 minutes Chapters 1-5
Shopology
Adv Age discussion
Group Collaboration with Professor

Assignment/Reading
Chapter 9
Outline the web site strategy of your Brand

10/1  Lecture Ch 9 “Problem Recognition”- Post 3 main points
Adv Age discussion- post your thread
Shopology

Assignment/Reading
Ch 12
Adv Age

10/8  IN CLASS- Exam One Review
Lecture Chapter 12 “Post Decision Processes”
Adv Age
Group Collaboration Session

Assignment/Reading
Ch 13
Adv Age

10/15  Chapter 13 post 3 main points
Threaded discussion on an Advertising Age article

10/22  IN CLASS- Lecture
Lecture- Chapter 17 “Adoption of Resistance to Diffusion of Innovations”
Adv Age discussion

Assignment/Reading
Ch 17
Adv Age

10/29  Chapter 19 “Consumerism and Public Policy”- Post 3 main points
Shopology- Thread
Adv Age discussion

Assignment/Reading
Study Chapters 9, 12, 13, 17, 19
Adv Age article

11/5  In Class- Exam 2 60 Minutes Chapters 9, 12, 13, 17, 19
Adv Age discussion
Team Collaboration in class
Assignments/Readings
Finalize Marketing Brand Plan

11/12 Finalize Marketing Plan, Rehearsal

Assignments/Readings
Rehearse individual assignment, Plan

11/19 LAST CLASS- Individual Assignment Presentations
Marketing Plan Presentations

Marketing Plan Presentation Overview

Each team will hand in an electronic and hard copy version of the Marketing Plan. The electronic version should be to me 24 hours in advance of your presentation. The hard copy is due in class on the presentation date. Each group will present their marketing plan to the class. Presentations should be 20 minutes in length, and be presented by each member of the group. Presentation should cover all of the functional areas of the marketing plan. The presentation should conclude with the team making a persuasive argument for implementing their recommendations for growth. You will evaluate other members of your Brand team as a factor in the Brand Marketing Plan grade.

Discussion Preparedness

<table>
<thead>
<tr>
<th>Grade</th>
<th>Criteria</th>
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<tbody>
<tr>
<td>A</td>
<td>□ 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.</td>
</tr>
<tr>
<td>B</td>
<td>□ 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.</td>
</tr>
<tr>
<td>C</td>
<td>□ 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.</td>
</tr>
<tr>
<td>D</td>
<td>□ 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.</td>
</tr>
<tr>
<td>F</td>
<td>□ 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.</td>
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