



*Cedar Crest College  
Consumer Behavior  
MRK 250-00 Spring 09*

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 250-00**  
**Tues/Thurs 1:00 pm- 2:15 pm**  
**HBB 11**

**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 Weblibliography). 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 250-00 for doc sharing, grade book, announcements, Weblibliography, 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:

#### Grade Distribution

Discussion Preparedness/Caliber of Contribution*	20%
Mid Term	15%
Final	15%
Individual Assignment	20%
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 1 (1/20), 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 presentation is required. Each week, individual students will read and prepare comments regarding a recent Advertising Age story.

### **Class Schedule**

#### **Date**

**Jan 20/22**

#### **Introductions**

Course Assignments and Expectations  
Class Participation- Caliber of Comments  
Library Resources beyond Google  
Shopology – why do you buy what you do?  
Reading- Advertising Age  
Chapter 1: “Understanding Consumer Behavior”  
Chapter 2: “Developing and Using Information about Consumer Behavior”  
Group Membership Determination  
Group Brand for Marketing Plan and Presentation Date  
The Marketing Club  
Marketing Practicum

#### **Assignment/Reading**

Chapter 1 and 2  
Adv Age

**Jan 27-29**

Library Visitation  
Lecture Chapter 1 and 2  
View Chapter 1 and 2 Videos  
Shopology  
Group discussion Adv Age  
Billion Dollar Brands  
Top 10 Global Brands  
Discussion: HBR “Virtuoso Teams”  
Choose and ad, present its Target Market  
Brain Refresh Chapters 1 and 2  
Timeline for your Marketing Plan

#### **Assignment/Reading**

Chapter 3  
HBR Virtuoso Teams  
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

**Feb 3- Feb 5**

Chapter3: Motivation, Ability and Opportunity  
Video: Consumer’s need for accurate Information  
Shopology  
Adv Age discussion - individuals  
Examples of Brand Marketing Plans  
Brain Refresh Chapter 3

#### **Assignment/Reading**

Chapter 4  
Review the advertising and/or PR for your BRAND  
Determine their advertising and or PR agency  
Adv Age article

**Feb 10- Feb 12**

Chapter 4 Video- Segmentation and Gen D  
Ch 4 “Exposure, Attention, and Perception”  
Adv Age discussion  
Shopology  
Brain Refresh Chapter 4  
Marketing Plan- a status update and a view of your preliminary  
information retrieval to professor

**Assignment/Reading**

Chapter 5  
Determine your company’s competitive set

**Feb 17- Feb 19**

Chapter 5 “Knowledge and Understanding”  
Shopology  
Adv Age discussion  
Brain Refresh Chapter 5  
Group Collaboration with Professor  
Exam Expectations

**Assignment/Reading**

Chapter 9  
Outline the web site strategy of your Brand  
Study Chapters 1-5, Review notes, videos

**Feb 24- Feb 26**

**Exam One 60 minutes Chapters 1-5**  
Lecture Ch 9 “Problem Recognition”  
Video Jet Blue  
Adv Age discussion  
Shopology  
Brain Refresh Ch 9

**Assignment/Reading**

Ch 12  
Adv Age

**Mar 3- Mar 5**

**Exam One Answers posted**  
Lecture Chapter 12 “Post Decision Processes”  
Adv Age  
Group Collaboration Session

**Assignment/Reading**

Ch 13  
Adv Age

**Mar 10-Mar 12**

**NO CLASS SPRING BREAK**

**Mar 17-Mar 19**

**Lecture** Video: Build a Bear  
Lecture- Chapter 13 “Consumer Diversity”  
Adv Age discussion  
Brain Refresh Chapter 13

**Assignment/Reading**

Ch 17  
Adv Age

**Mar 24-Mar 26** Chapter 17 “Adoption of Resistance to Diffusion of Innovations”  
Video- Lextant  
Chapter 19 Consumerism and Public Policy  
Shopology  
Adv Age discussion  
Brain Refresh Chapter 17  
Brain Refresh Chapter 19  
Exam Expectations

**Assignment/Reading**

Chapter 19  
Determine your Brand’s size of industry and segment  
Adv Age article

**Mar 31- Apr 2** Chapter 19 “Consumerism and Public Policy”  
Shopology/ Purchase Journals  
**Exam 2- 60 Minutes** Chapters 9, 12,13,17,19  
Adv Age discussion  
Team Collaboration in class

**Assignments/Readings**

Adv Age  
Finalize Marketing Brand Plan

**Apr 7-Apr 9**

NO CLASS -Finalize Marketing Plan, Rehearsal

**Assignment/Readings**

Rehearse individual assignment

**Apr 14-Apr 16**

Individual Assignment Presentations

**Assignments/Readings**

Rehearse Marketing Plan

**Apr 21- Apr 23**

Finalize Marketing Plan/Team Rehearsal NO Class

**Assignments/Readings**

Rehearse Marketing Plan

**Apr 28-Apr 30**

Marketing Plan Presentations

**May 5**

Marketing Plan Presentation

**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 the 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*

<b>Grade</b>	<b>Criteria</b>
A	<ul style="list-style-type: none"><li><input type="checkbox"/> Demonstrates excellent preparation; shows evidence of having identified, analyzed, and responded to the key issues raised in the readings.</li><li><input type="checkbox"/> 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.</li><li>• <input type="checkbox"/> Demonstrates an active level of engagement.</li></ul>
B	<ul style="list-style-type: none"><li><input type="checkbox"/> Demonstrates good preparation; shows evidence of having identified and analyzed the key issues raised in the readings.</li><li><input type="checkbox"/> Volunteers contributions to discussions which reflect a systematic effort to draw upon and apply the ideas, interpretations, and information presented in the readings.</li><li>• <input type="checkbox"/> Demonstrates a conscientious level of engagement.</li></ul>
C	<ul style="list-style-type: none"><li><input type="checkbox"/> Demonstrates adequate preparation; shows familiarity with the key issues raised in the readings.</li><li><input type="checkbox"/> 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.</li><li><input type="checkbox"/> Demonstrates a sporadic level of engagement.</li></ul>
D	<ul style="list-style-type: none"><li>· Demonstrates minimal preparation; shows familiarity with few of the key issues raised in the readings.</li><li>· 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.</li><li>· Demonstrates a superficial level of engagement.</li></ul>
F	<ul style="list-style-type: none"><li>· Demonstrates little preparation; shows no evidence of having read the material</li><li>· Does not volunteer contributions to discussion, does not respond when called on.</li><li>· Demonstrates virtually no level of engagement, frequently absent from class.</li></ul>

