

Consumer Behavior
6M:135
Fall Semester, 2008

Section 001: 9:30 – 10:45 a.m., TUE/THU
Section 002: 10:55 – 12:10 p.m., TUE/THU
W107 PBB

Instructor: Julie Zielinski
Office: S379 PBB
Office Hours: Tuesdays 12:15 – 1:15
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TA: TBD
Office:
Office Hours:
Contact Info:

Prerequisites: 6M 100: Introduction to Marketing Strategy

Required Text: *Consumer Behavior* 10th Edition by Hawkins/Mothersbaugh/Best/McGraw-Hill Irwin, 2007. The text book is available at Iowa Book and Supply.

Articles: Articles will be assigned in class and posted on the web site. It is the student's responsibility to print out materials for lecture and discussion section and come to class prepared to discuss them.

COURSE INTRODUCTION
Consumer Behavior

This course introduces students to the principles and practices behind consumer focused marketing. The goal of the course is to provide you with knowledge about the thought, decision making, and behavior processes that consumers experience when they consider purchasing products and services. With this knowledge you will be well prepared to enter your marketing career, not to mention being a more informed consumer and a better student of human behavior.

“Consumer primacy” is the concept that understanding the consumer is the key to good marketing practice. The consumer will be considered as an individual who perceives the world around them, learns, remembers (but sometimes forgets), has needs, desires and feelings, searches for information, forms attitudes (often through the influence of other people, sometimes in the form of communication techniques such as advertisements or the internet), makes judgements and decisions, and is satisfied or dissatisfied with the outcomes. This consumer behavior drives marketing strategy.

I expect that students completing this course should be able to:

- Incorporate research and understanding of consumer behavior into marketing decisions
- Understand the relationship between marketing and the external environment
- Communicate effectively about marketing issues in group discussions, oral presentations, and written reports
- Work effectively as a team member in analyzing marketing issues, developing appropriate marketing strategies, and translating those strategies into executable marketing plans

The course will involve lectures, class discussions, and individual and group assignments. The term “lecture” is something of a misnomer. Expect demonstrations and conversations and prepare to participate in these discussions. You are expected to come to class ready, willing, and able to discuss the material assigned for each day. Student participation in class discussions is essential, and attendance at all scheduled class meetings is expected.

“ICON” will be used to house course information. It will be used to post current articles that may become the focus of class discussions. Students are encouraged to suggest articles or news items of interest to the class and in doing so will be given credit toward “class participation”.

The following schedule outlines readings, topics covered, and assignments due by each week and day of the semester:

Date	Readings: (All readings listed are to be completed prior to that day's class.)	Topic	Group Project Assignment Schedule
Week 1			
Tuesday 8/26	Chapter 1	Welcome to Consumer Behavior Overview and Introduction	
Thursday 8/28		Strategy: Analysis, Segmentation	
Week 2			
Tuesday 9/2	Article: <i>"Beyond Demographics"</i>	Strategy: Segmentation Cont'd... and Targeting	
Thursday 9/4	Chapters 2 and 3	Culture: Overview and values	
Week 3			
Tuesday 9/9	Chapters 4 and 5	Culture: demographics and trends	
Thursday 9/11		Global Marketing: Case Review	
Week 4			
Tuesday 9/16		TEAM PRESENTATIONS	Assignment #1 Due. Teams A, B, C Present
Thursday 9/18	Chapter 6 Article: <i>"Look Who's Buying"</i>	Societal Influences: Family and Household	
Week 5			
Tuesday 9/23	Chapter 7	Societal Influences: Group Influences and Opinion Leadership	
Thursday 9/25	Chapters 1 - 7	MIDTERM #1	
Week 6			
Tuesday 9/30	Chapter 8 Article: <i>"The Skinny on Product Downsizing"</i>	Internal Influences: Perception	
Thursday 10/2	Article: <i>"Brands for the Chattering Masses"</i>	Internal Influences: Product Positioning	
Week 7			
Tuesday 10/7	Chapter 9	Internal Influences: Learning	
Tuesday 10/9	Chapter 9 cont'd...	Internal Influences: Memory	
Week 8			
Tuesday 10/14		TEAM PRESENTATIONS	Assignment #2 Due. Teams D, E, F present
Thursday 10/16	Chapter 10	Internal Influences: Motivation & Needs	

Date	Readings: (All readings listed are to be completed prior to that day's class.)	Topic	Other Assignments (All assignments are due at the beginning of the class period of the day listed.)
Week 9			
Tuesday 10/21	Chapter 10 cont'd...	Internal Influences: Personality	
Thursday 10/23		Brand Personality	
Week 10			
Tuesday 10/28	Chapter 11, 12	Internal Influences: Attitude and Lifestyle	
Thursday 10/30	Chapters 8 - 12	MIDTERM #2	
Week 11			
Tuesday 11/4	Chapters 13 and 14 Article: <i>Consumers in the Mist</i>	Decision Making: Situational Influences and Problem Recognition	
Tuesday 11/6	Chapters 13 and 14 cont'd...	Decision Making: Situational Influences and Problem Recognition cont'd...	
Week 12			
Tuesday 11/11		TENTATIVE: GUEST SPEAKER	
Thursday 11/13		TEAM PRESENTATIONS, Discuss Guest Speaker	Assignment #3 Due, Teams G, H present
Week 13			
Tuesday 11/18	Chapters 15, 16	Decision Making: Information Search, Alternative Evaluation and Selection	
Thursday 11/20	Chapters 17, 18	Decision Making: Outlet Selection and Post-Purchase	
WEEK OF NOV. 24	N/A	NO CLASSES – THANKSGIVING BREAK	N/A
Week 14			
Tuesday 12/2		FINAL GROUP PRESENTATIONS	Teams D,E,F Present
Thursday 12/4		FINAL GROUP PRESENTATIONS	Teams G,H Present
Week 15			
Tuesday 12/9		FINAL GROUP PRESENTATIONS	Teams A,B,C Present
Thursday 12/11		Project Feedback and Review for Final	
Week 16			
FINAL WEEK	Chapters 13 - 18	Final Exam for Sections 001 and 002: Wednesday, Dec. 17, 4:30 p.m., Location TBD	

ADDITIONAL COURSE INFORMATION

Cell Phones

The use of cell phones in the classroom is strictly prohibited.

E-mail

It is your responsibility to make certain that you have a working University of Iowa email address and that you check it on a regular basis. There may be occasions when your TA or I need to inform you of important course information via e-mail. If you do not use your university e-mail, you should forward your university e-mail to your personal account. You can do this through “blue e-mail utilities.”

Exams

The exam dates and times are in the course schedule. All exams are closed-book. You should bring two No. 2 lead pencils with you to each exam. No other supplies should be necessary. Also have one piece of personal identification, which includes a photograph, available. Be prepared to show your ID.

If you have a schedule conflict with either of the midterm exams or the final exams, a written request to take a make-up, with documentation of the conflict, is required at least **two weeks** prior to the exam. Only University approved absences will qualify the student for a make-up exam. If a make-up exam is needed because of illness or emergency on the day of the exam, provide me with medical or appropriate verification later. Only documentation of the illness from Student Health or other health care provider will be accepted. There will be only one make-up exam for the tests and they are as follows:

Midterm #1 Make-Up:	Friday, September 26 th , 7 – 8:15 am, C106
Midterm #2 Make-Up:	Friday, October 31 st , 7 – 8:15 am, C106
Final Exam Make-Up:	Thursday, December 18 th , 7 – 9am, C106

Non-attendance at the regular exam time without an acceptable, documented reason will result in zero points for the exam. Please note that the make-up exam may be completely different than the original exam in format and content covered.

“Quickwrites”

Throughout the semester there will be 4 **unannounced** “quickwrites”, each worth 5 points. These are short, quick, written in-class responses to a question I pose based on our class readings and discussions. They are given at the beginning of the class period and are closed notes and closed book. The purpose of the “quickwrites” is 1) for me to understand how well students have learned specific topics and 2) to provide students with practice in concisely and quickly communicating, in writing, their understanding of a topic.

Only university approved absences will be accepted if you want to make-up a “quickwrite”. If you have a university sanctioned excuse (e.g. travel for athletic teams, medical emergency, etc.) you may arrange a make-up. You will need to provide written documentation when you make-up the quickwrite. Otherwise, failed alarm clocks, family vacations, etc. are not excuses and you will not be able to make it up. If you come to class late and the quickwrite has already been collected you will not be able to make it up.

Group Project

There will be one group project worth a total of 190 points. Students will be randomly assigned to teams of approximately 3 to 5 members for the purpose of completing a term project. Teams will complete three written assignments, present once during the term, and make a final in-class presentation. Individuals will receive peer evaluations from their team members. All elements – the three assignments (30 points each), the during term presentation (20 points), the peer evaluation (30 points), and the final presentation (50 points) – will contribute to the final group project grade. Each member will receive the group grade for the written assignments and during term presentation, a combination of group and individual grade for the final presentation, and an individual grade for the peer evaluation. The primary goal of the assignment is to enhance students understanding of marketing concepts and processes. The secondary goal is to help students become stronger team members and improve their business writing and presentation skills. More specific information on the project will be given in class.

Group assignments are due at the beginning of class on the date assigned. No late assignments will be accepted.

We assume that students are familiar with computer word processing programs such as Word and computer spreadsheet programs such as Excel. If a student is unfamiliar with either type of program, he or she should purchase a help book or go through the tutorials that are on the network in the College of Business.

Class Participation

Class participation is worth 50 points, or approximately 10% of your total grade. Our learning is enriched by class discussion, so please participate. Participation can take many forms: responding to questions, introducing new thoughts and ideas, contributing relevant experiences, and sharing relevant articles. Grading participation is also a way for me to encourage and teach important verbal meeting participation skills that will be necessary for you to have in order to succeed in the workplace.

Obviously you have to be in class to participate. So come and prepare to engage. I will give a mid-course participation grade (25 pts) with comments and feedback about your participation and a 2nd half participation grade (25 pts).

In order to participate in this class, it will be necessary to reveal to other students the names of students who are enrolled in this class. If you do not want your name revealed to other students enrolled in this course, please contact me prior to end of the first week of class.

Grading

The final grade will be based on a curve that reflects a B median, as adopted by the Tippie College of Business faculty. Plus and minus grading will be used. I reserve the right to vary from the curve if for some reason I decide that the curve does not apply. (For example, if the majority of the class performs particularly well or poorly.) Please note that your grade is based

upon a combination of individual work and group work. A total of 475 points will be available for students to earn over the course of the semester, broken down as follows:

Activity	Points
Mid Term Exam 1	75
Mid Term Exam 2	75
Final Exam	75
“Quickwrites”	20
Group Project (Group pts = 135 Individual pts = 55)	190
Class Participation	50
TOTAL	485

Often one more exam question right and you would have been there...sorry. Once an instructor has assigned a grade, it will not be changed. Instructors strive to be objective, but they are human and can make errors. It is natural for an individual student to rate his or her works more highly than someone else does. Students who feel unduly penalized may always present their case to the instructor. If their case is valid, the instructor will consider the difference when assigning final grades. In general, however, instructors want to reward students for their learning and not for their negotiating skills. It is better for students to try to understand the principles being taught and the criteria used for evaluation, than to debate grades.

Students should keep all graded work until the end of the semester; **in addition, they should keep back-up copies of any work turned in.**

Academic Misconduct

It is my sincere hope that no student in this class violate the Tippie College of Business Honor Code. However, it seems prudent to clarify in advance the policy on cheating. If I determine that any violation to the honor code has occurred, the student will at minimum receive a zero (0) for the assignment and have their final grade be reduced by one full grade (i.e. from a B- to a C-). If the case warrants and the instructor deems appropriate, the student will be given an “F” for the class. All incidents of cheating will be reported to the appropriate Deans (e.g., the Associate Dean for the Undergraduate Program in the College of Business or Liberal Arts) and the student may be placed on disciplinary probation for the remainder of his or her undergraduate work at the University of Iowa. All students are responsible for understanding and adhering to the Tippie College of Business Honor Code.

The decision of the Instructor may be appealed to the College of Business’ Judicial Board, then to the Associate Dean for the Undergraduate Program. The Honor Code for the Tippie College of Business will determine the appropriate appeal process. The Honor Code may be found at: <http://www.biz.uiowa.edu/upo/honorcode.html>

Sexual Harassment

The Tippie College of Business and the University of Iowa are committed to providing students with an environment free from sexual harassment. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University website, <http://www.sexualharassment.uiowa.edu/index.php>, and to seek assistance from department chairs, the Dean's Office, the University Ombuds Office, or the Office of Equal Opportunity and Diversity.

Accommodations For Students With Disabilities

If you have a disability that may require some modification of seating, testing, or any other class requirement, please let me know as soon as possible so that appropriate arrangements can be made. Similarly if you have any emergency medical information about which I should know, or if you need special arrangements in the event the building must be evacuated, please let me know. Please see me after class or schedule an appointment. Additional assistance is available from the Office of Student Disability Services (3100 Burge Hall); 319-335-462; <http://www.uiowa.edu/~sds>).

Policy on Cross College Enrollments

These course policies are governed by the Tippie College of Business. This means that class policies on matters such as requirements, grading, and sanctions for academic dishonesty are governed by the College of Business. Students wishing to add or drop this course after the official deadline must receive the approval of the Dean of the College of Business. Details of the University policy of cross enrollments may be found at:

<http://www.uiowa.edu/~provost/deos/crossenroll.doc>

Have A Great Semester!