

**UNIVERSITY OF ILLINOIS at CHICAGO**  
**FALL 2012**

Marketing 461 (12903)  
Consumer Behavior  
Course Time: MWF-1:00-1:50  
DH 230

Instructor: K.D. Moon  
Office: UH 2222/Phone: 312-413-9362  
Office Hours: By Appointment Only  
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**TEXT:**

*Consumer Behavior: Buying, Having and Being*, Author: Michael R. Solomon, Ninth Edition, Publisher: Pearson, Prentice Hall, ISBN: 978 0 13 611092 7

**MAGAZINE:**

Purchase Fashion Magazine of Your Choice: e.g. Vogue, GQ, In-Style, Glamour, Elle

**RECOMMENDED:**

Borrow *Buyology: Truth and Lies About Why We Buy*, Author: Martin Lindstrom

**COURSE DESCRIPTION:**

Students will study the linkages between technology, behavioral science and marketing strategy. This course seeks to bridge the gap between industrial marketing theory and practical application. Individual and group influences on consumer preferences and purchasing patterns are considered. *Prerequisite(s)*: MKTG 360.

**COURSE OBJECTIVES:**

- To deepen the knowledge of how consumers think, feel and reason in the decision-making process; examine the role of rational and emotional thinking
- To explore the impact of environmental factors and opinion leadership on consumer behavior
- To understand the differences between traditional market research techniques and new areas of research
- To appreciate how products, services and consumption activities contribute to the broader social world
- To apply critical thinking skills in analyzing case studies and acquiring marketing information
- To gain experience working with small groups and teams in an effort to build consensus

**COURSE REQUIREMENTS:**

- Regular and on-time attendance
- Participation in classroom discussions and collaborative learning exercises
- Satisfactory completion of all assignments and projects

**COURSE STRUCTURE:**

The course will be taught in weekly modules as per the attached course calendar. Students are responsible for reading the key concepts in the text and other additional readings prior to coming to class. Case studies, articles, videos and collaborative exercises will be used in class to allow students the opportunity to apply the core marketing principles. You will not be allowed to use note cards for any oral presentations.

**HBR CASES & ASSIGNMENTS:**

You will need to purchase HBR Cases. I will attach an HBR course link on Blackboard. Please use this link to access and purchase the cases at a discount.

**WEEKLY HOMEWORK: (Cases are in your textbook unless otherwise noted):** Answer the three questions in your textbook. If the case only has two questions, answer this additional question in a 1-2 page write-up:

-Specifically explain how the case relates to consumer behavior theory?

**GRADING CRITERIA:**

The letter course grade is determined by computing the following weights and numerical points for individual assignments:

10 Homework Assignments	100 pts
2-HBR Cases	200 pts
Midterm Assignment	300 pts
Final Written Project	200 pts
Final Oral Presentation	100 pts
In-Class Participation	100 pts

**POLICY FOR LATE ASSIGNMENTS:** With the exception of homework, a deduction of 10% will be assessed EACH DAY your assignment is late. I will not accept late homework (No Exceptions). Hardcopies of all other assignments are due the week they are assigned. If you are unable to make class to submit a hardcopy of your assignment, you may submit an e-copy for a “date and time stamp”. Additionally, you will need to submit a hardcopy for grading purposes (reference the date of your e-copy). **You cannot make-up in-class participation points.**

**GRADING POINT SCALE:**

900-1000	A
800-899	B
700-799	C
600-699	D
Below 600	F

**IMPORTANT:** Individual grades are to be held in strict confidence. Therefore, students are encouraged not to discuss grades or graded assignments. All questions and discrepancies regarding graded assignments should be directed to the instructor’s attention. A request to review graded assignments should be written on “3M Post-It Notes”. The instructor will review these requests outside of class and provide a response by the next class period.

**If you do not receive a grade for an assignment within one week from the date of submission and/or after the assignments have been returned to the class, then it is likely that the instructor didn’t receive your assignment. You will need to discuss this discrepancy with the instructor. It is the student’s responsibility to ensure the instructor has received assignments in a timely manner. Similarly, it is the student’s responsibility to check Gradebook frequently to ensure grades have been accurately posted. Please keep all graded assignments until the semester ends.**

**COURSE CODE OF CONDUCT:**

This course follows the guidelines set forth in the CBA code of honor. Any student that chooses to act dishonestly and violates the CBA Code of Honor will put his/her final class grade in jeopardy. In this case, a student will receive no higher than a “C” as a final course grade. Dishonest conduct includes but is not limited to plagiarism and copying another student’s work. Please refer to the CBA handbook for more information.

**MIDTERM GRADES:**

Please refer to the following link for advisory information on Midterm grades.  
[http://tigger.uic.edu/depts/oaa/advising/student\\_midterm.html](http://tigger.uic.edu/depts/oaa/advising/student_midterm.html)

**DISABILITY SERVICES NOTIFICATION:**

Concerning disabled students, the University of Illinois at Chicago is committed to maintaining a barrier-free environment so that individuals with disabilities can fully access programs, courses, services, and activities at UIC. Students with disabilities who require accommodations for full access and participation in UIC Programs must be registered with the Disability Resource Center (DRC). Please contact DRC at (312) 413-2183 (voice) or (312) 413- 0123 (TDD).

**CAMPUS POLICIES AND STUDENT NOTIFICATIONS:**

Please refer to the Registrar's Office website for more information on additional policies and procedures.  
[http://www.uic.edu/depts/oar/current\\_students/campus\\_policies.html](http://www.uic.edu/depts/oar/current_students/campus_policies.html)

**COURSE CALENDAR (Subject to change):**

<b>DATE</b>	<b>LECTURE: TEXT READING</b>	<b>ARTICLES, CASES &amp; OTHER</b>	<b>ASSIGNMENTS DUE</b>
W/O 8/27	Syllabus Review/Introductions		Prepare Practice Case for Friday
	CH 1: Consumers Rule		
	In-Class Discussion-Cases		<i>Practice Case Due</i>
W/O 9/03	<b>HOLIDAY-NO CLASS</b>		
	CH: 2 Perception		<i>Subway pg 88</i>
	<b>Midterm &amp; Final Discussion</b>		
W/O 9/10	<b>CH: 3 Learning &amp; Memory</b>		
	CH 4: Values		<b>Beauty pg 160</b>
	<b>In Class Assignment #1</b>		
W/O 9/17	CH 5: Self		<b>Plus Size Wave pg 206</b>
	CH 6: Personality/Lifestyle		<i>COMPLETE VALS 2 SURVEY</i>
	<b>In Class Assignment #2</b>		<b>HBR NEW COKE DUE</b>
W/O 9/24	Chp 13 Ethnic, Racial Subcultures		<b>I'm A PC pg 508</b>
	Chp 14 Age Subcultures	<i>Brand Savvy Tweens</i>	1 PAGE OVERVIEW OF MIDTERM
	<b>Review HBR Coke</b>		<b>Group Assignments</b>
W/O 10/01	<b>Group Assignment</b>		
	<b>In Class Assignment #3</b>		
	Midterm Review Part II		
W/O 10/08	Chp 7: Attitudes		
	CHP 8: Decision-Making		<b>Domino's pg 339</b>
	<b>In Class Assignment #4</b>		
W/O 10/15	CHP 9: Buying and Disposing		<b>MIDTERM DUE</b>
	CHP: 12: Income/Social Class		<b>Junk Food pg 484</b>
	<b>In Class Assignment #5</b>		
W/O 10/22	<b>MIDTERM REVIEW</b>		
	CHP 10: Groups		<b>Parrot Heads pg 413</b>
	<b>In Class Assignment #6</b>		<b>1 PAGE OVERVIEW OF FINAL</b>
W/O 10/29	<b>Final Review in Class</b>		
	CHP 11: Org.& HH Decisions		<b>Children &amp; Cell Phones pg 448</b>
	<b>Video Presentation #7</b>		
W/O 11/05	In Class Discussion		<b>HBR CASE #2</b>
	Chp 15: Cultural Influences		<i>Mobile Phones pg 568</i>
	<b>In Class Assignment #8</b>		
W/O 11/12	<b>Final Review Part II</b>		
	HBR Case #2 Review		
	<b>CHP: 16 GLOBAL CULTURE</b>		<b>Slumdog p 612</b>
W/O 11/19	Final Oral Slides REVIEW		<b>ORAL PPT REVIEW IN CLASS</b>
	<b>In Class Assignment #9</b>		
	THANKSGIVING HOLIDAY		
W/O 11/26	<b>EXCEP. PRESENTATIONS</b>		
	<b>EXCEP. PRESENTATION #10</b>		
	<b>FINAL PRESENTATIONS</b>		<i>E-COPY OF ORAL DUE BY 5PM ON BB</i>
W/O 12/03	<b>FINAL PRESENTATIONS</b>		
	<b>FINAL RESENTATIONS</b>	<b>LAST DAY OF CLASS</b>	<i>E-COPIES OF FINAL DUE ON</i>
	<b>NO CLASS</b>	<b>NO CLASS</b>	<b>NO CLASS</b>