

# Faculty Instructional Guide

## BUS210: Consumer Behavior

# Course Description

This course presents an overview of marketing theory in the context of corporate environment and consumer behavior. Topics include marketing strategy, opportunities, consumer behavior, segmentation, and marketing mix. External and internal influences on the consumer, including demographic, social, and psychological variables, are also addressed.

**University Learning Outcomes (ULO)**

* **ULO1:** Knowledge of Human Cultures and the Physical and Natural World
* **ULO2:** Intellectual and Practical Skills
* **ULO3:** Personal and Social Responsibility
* **ULO4:** Integrative and Applied Learning
* **ULO5:** Immersed in the Critical Concerns of the Sisters of Mercy of the Americas

# School of Business Program Learning Outcomes (PLO)

* **PLO1:** The student will be able to prepare effective and clearly written business communications. (ULO 2, 4)
* **PLO2:** The student will display appropriate quantitative problem-solving abilities in the context of a business problem. (ULO 1, 2)
* **PLO3:** The student will be able to apply ethical and moral decision-making principles to business situations. (ULO 2, 3, 4)
* **PLO4:** The student will demonstrate proficiency in the business areas of accounting, management, marketing, and economics. (ULO 1, 2, 3, 4)

# Course Outcomes

* **CO1:** Describe factors that influence the purchase process.
* **CO2:** Identify how businesses develop relationships with consumers to influence their purchasing decisions.
* **CO3:** Identify how marketing strategies influence decision making in your personal and professional life.
* **CO4:** Examine ethical considerations related to consumer behavior practices and corporate social responsibility.

**Student Expectations**

Students are expected to do the following:

* Ask probing and insightful questions related to course content.
* Make meaningful and relevant connections and application to their own learning process.
* Be productive and contributing members of class discussions.

# Required Course Materials

Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2013). *Consumer behavior* (6th ed.). Independence, KY: Cengage.

ISBN-13: 978-1-133-43521-1

# Suggested Point Values

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Assessment** | **Point Value** | **Due** |
| **Week 1** | |  |  |
|  | Discussion Question 1: Why Study Consumer Behavior? | 20 |  |
|  | Discussion Question 2: Consumer Needs | 20 |  |
|  | Practical Application Assignment 1: Interview | 50 |  |
|  | Practical Application Assignment 2: The Marshmallow Test | 50 |  |
|  | Consumer Behavior Case: USAA: Millions of Customers, One Bank Branch | 40 |  |
|  | Quiz 1 | 20 |  |
| **Week 2** | |  |  |
|  | Discussion Question 1: Target Markets | 20 |  |
|  | Discussion Question 2: Sensory Stimulation | 20 |  |
|  | Practical Application Assignment 1: Online Presentation | 50 |  |
|  | Practical Application Assignment 2: Store Interiors | 50 |  |
|  | Consumer Behavior Case: How Under Armour Gets Noticed | 40 |  |
|  | Quiz 2 | 20 |  |
| **Week 3** | |  |  |
|  | Discussion Question 1: Applying Learning Theory | 20 |  |
|  | Discussion Question 2: Anchoring and the Adjustment Process | 20 |  |
|  | Practical Application Assignment 1: Influencing the Decision Process | 50 |  |
|  | Practical Application Assignment 2: Morton Salt Marketing Messages | 50 |  |
|  | Consumer Behavior Case: Bargain-A-Day Deal Appeal | 40 |  |
|  | Quiz 3 | 20 |  |
| **Week 4** | |  |  |
|  | Discussion Question 1: Consumer Privacy | 20 |  |
|  | Discussion Question 2: Using Target Market Segmentation | 20 |  |
|  | Practical Application Assignment 1: Psychographics | 50 |  |
|  | Practical Application Assignment 2: Normative Influence | 50 |  |
|  | Consumer Behavior Case: Marketing to Teens Worldwide via Music | 40 |  |
|  | Quiz 4 | 20 |  |
| **Week 5** | |  |  |
|  | Discussion Question 1: Ethics and Social Responsibility | 20 |  |
|  | Discussion Question 2: Materialism | 20 |  |
|  | Practical Application Assignment 1: Representations in Marketing | 50 |  |
|  | Practical Application Assignment 2: Symbolic Emblems | 50 |  |
|  | Consumer Behavior Case: It Is Brewing: Single-Serve Coffeemakers Are Hot | 40 |  |
|  | Quiz 5 | 20 |  |
| **Total Points** | | **1000** |  |

# Course Schedule

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| --- | --- | --- |
| **Week** | **Start** | **End** |
| 1 | <insert start date> | <insert end date> |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |

Weekly Learning Modules

|  |  |  |  |
| --- | --- | --- | --- |
| Week 1: Introduction and Foundations of Consumer Behavior | |  | |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Describe how and why marketers study consumer behavior. | | CO1, CO2 | |
| * 1. Explain how marketing attempts to influence consumer behavior. | | CO1, CO2 | |
| * 1. Describe ethical issues in consumer research.   2. Describe how an understanding of human behavior benefits you in both your professional and personal life. | | CO4  CO3 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 1, Appendix, & Ch. 2 of *Consumer Behavior.* | | 1.1, 1.2, 1.3 |  |
| **Read** Gwynedd Mercy College’s APA Format for Papers guide.  *Note:* This guide serves as a reference resource for APA formatting for all assignments that require this format. Read the entire guide before completing any assignments. Additionally, there is a sample APA-formatted research paper provided at the conclusion of this guide. | | NA | Lecture Activity = 1hr |
| **Watch** the following videos:   * “[Inside the brain of a shopper](https://www.youtube.com/watch?v=th8wWy1I2p4)” (6:13) * “[Consumer Behaviors: Catherine Roe at TEDxUChicago 2012](http://www.youtube.com/watch?v=2N6spwyBuvE)” (17:16) | | 1.1, 1.2, 1.3 | Lecture Activity = 1hr |
| **Total** |  |  | **2hr** |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Discussion Question 1: Why Study Consumer Behavior?**  **Pos**t a response in 150 to 200 words on the following question, and provide specific examples to support your answer.   * Discuss several ways the study of consumer behavior can benefit you in your personal and professional life. What is the main benefit you can gain from studying consumer behavior?   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents with a constructive critique of their responses. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 1.4 | Discussion Board = 1hr |
| **Discussion Question 2: Consumer Needs**  **Pos**t a response in 150 to 200 words on the following prompt, and provide specific examples to support your answer.   * Why is an understanding of consumer needs important for marketing strategy? Explain specific ways that an understanding of needs can be used to influence consumers.   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents with a constructive critique of their responses. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 1.1, 1.2 | Discussion Board = 1hr |
| **Practical Application Assignment 1: Interview**  **Interview** a person from another culture, and conduct research to identify at least three differences that you find between that person’s culture and your own.  **Write** a short paper to explain the following:   * What differences did you uncover? * What cultural concepts may explain the differences you observed? * Identify a cultural difference that could pose an ethical dilemma when compared against your own cultural values. For example, an action could be considered ethical and appropriate in one culture but unethical or inappropriate in another.   **Adhere** to APA guidelines for quoting and paraphrasing your interviewee’s responses.  **Submit** your paper through Blackboard. | | 1.3 | Paper = 1.5hr |
| **Practical Application Assignment 2: The Marshmallow Test**  We live in a world of instant gratification, and marketers play on our needs using tactics like urgency and scarcity to fuel our desires.  **Watch** “[The Marshmallow Test](http://www.youtube.com/watch?v=QX_oy9614HQ).” (3:27)  **Conduct** research to find out what the marshmallow test is, what the results mean for those who strive for instant gratification, and how that tendency can influence a person’s life.  **Summarize** your findings in a brief report.  **Discuss** instant versus delayed gratification.  **Submit** your report through Blackboard. | | 1.3, 1.4 | Paper = 1.5hr |
| **Consumer Behavior Case: USAA: Millions of Customers, One Bank Branch**  **Read** “USAA: Million [sic] of Customers, One Bank Branch” on p. 65 of *Consumer Behavior*.  **Answer** the following questions, and provide specific examples to support your answers.   * How does USAA enhance consumer motivation by making itself and its offerings personally relevant to customers? * What is USAA doing to facilitate consumers’ ability and opportunity to process information about its services and to make informed financial decisions? * What types of needs (functional, symbolic, hedonic, social, and nonsocial) are USAA’s customers likely to experience? How does USAA respond to these needs? * Does USAA do anything to reduce perceived risk?   **Submit** your answers through Blackboard. | | 1.2, 1.4 | Case Study = 1hr |
| **Quiz 1**  **Complete** Quiz 1. This is a multiple-choice, auto-graded online quiz. You will have unlimited time to complete the 10 questions; however, you only have one attempt to complete the quiz. You will not be able to save your work and return to it later. | | 1.1, 1.2 | Quiz = 1hr |
| **Total** |  |  | **9hrs** |
| **Notes** |  | | |

# Faculty Notes

**Weekly Quizzes**: Given that there is no time limit on the quiz, students should not be permitted to take the quiz multiple times.

**Recommended reading for faculty on The Marshmallow Test:**

[The Marshmallow Study Revisited](http://www.rochester.edu/news/show.php?id=4622)

* [Rational Snacking](http://www.sciencedirect.com/science/article/pii/S0010027712001849)

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| Week 2: Psychological Influences on Consumer Behavior | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Explain how individuals process and retain information when presented with advertising and marketing messages. | | CO1 | |
| * 1. Identify how marketing strategists use psychological concepts to influence consumer behavior. | | CO1, CO2 | |
| * 1. Describe ethical implications of using psychological concepts in marketing. | | CO4 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 3–6 of *Consumer Behavior.* | | 2.1, 2.2, 2.3 |  |
| **Watch** the following video:   * “[Marketing Ethics](https://www.youtube.com/watch?v=uJuPYL5otZ4)” (5:22) | | 2.3 | Lecture Activity = 1hr |
| **Total** |  |  | **1hr** |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Discussion Question 1: Target Markets**  **Pos**t a response in 150 to 200 words on the following prompt, and provide specific examples to support your answer.   * Identify an example of a current advertisement that is intended to influence consumers’ beliefs and evaluations of a product or service. Describe who you think is the targeted market segment for the ad, and describe the psychological tactics used by the company to attract and influence that audience. * Describe any ethical dilemmas that you see evident in the advertisement.   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents with a constructive critique of their responses. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 2.2, 2.3 | Discussion Board = 1hr |
| **Discussion Question 2: Sensory Stimulation**  **Pos**t a response in 150 to 200 words on the following prompt, and provide specific examples to support your answer.   * Discuss some of the sensory stimulation that you experienced surrounding the purchase of a particular product or service at a retail outlet. How did you first learn of the product? What length of time was there between awareness of the product and your actual purchase? What needs, wants, desires, or fears drove you to make that purchase?   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents with a constructive critique of their responses. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 2.1, 2.2 | Discussion Board = 1hr |
| **Practical Application Assignment 1: Online Presentation**  **Examine** the home pages of two competing online retailers, such as [Amazon.com](http://www.amazon.com/) and [Barnesandnoble.com](http://www.barnesandnoble.com/)  **Write** a short paper to answer the following questions:   * How does each website use the principles of perceptual organization to focus consumer attention on specific offerings? * How does each website make its stimuli pleasant, surprising, or easy to process? * Which website appears to be most effective in attracting your attention and perception? Why?   **Submit** your paper through Blackboard. | | 2.1, 2.2 | Paper = 1.5hr |
| **Practical Application Assignment 2: Store Interiors**    **Visit** a local shopping mall, and examine the interiors of three or four stores.   * If you are unable to physically visit a mall, review the website of a local mall, and conduct an online search for images of the interiors of three or four stores. * You can also find images of the interior of stores at websites such as [Yelp.com](http://www.yelp.com/) or [Facebook.com](http://www.facebook.com/).   **Write** a short paper in which you complete the following:   * Identify the stores you examined, and provide a few images to illustrate your answers. * Describe the physiological and psychological responses that different stores try to create. How do they achieve these responses through the use of color, brightness, and contrast? * What other sensory stimuli do these stores use to encourage consumer response?   **Submit** your paper through Blackboard. | | 2.1, 2.2 | Paper = 1.5hr |
| **Consumer Behavior Case: How Under Armour Gets Noticed**  **Read** “How Under Armour Gets Noticed” on p. 93 of *Consumer Behavior*.  **Answer** the following questions, and provide specific examples to support your answers.   * What is Under Armour doing to make its brand personally relevant, surprising, and easy to process? * What role do objective and subjective comprehension play in Under Armour’s ability to market its products by sponsoring up-and-coming athletes? * Why would Under Armour want to be sure that consumers can clearly see different models, as well as its mission and guarantee, on the brand’s website?   **Submit** your answers through Blackboard. | | 2.1, 2.2 | Case Study = 1hr |
| **Quiz 2**  **Complete** Quiz 2. This is a multiple-choice, auto-graded online quiz. You will have unlimited time to complete the 10 questions; however, you only have one attempt to complete the quiz. You will not be able to save your work and return to it later. | | 2.1, 2.2 | Quiz = 1hr |
| **Total** |  |  | **8hrs** |
| **Notes** |  | | |

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| Week 3: The Process of Making Decisions | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Describe the stages of the decision-making process. | | CO1, CO2, CO3 | |
| * 1. Identify internal and external factors that influence decision making. | | CO1, CO2, CO3 | |
| * 1. Describe strategies used by marketers to target customer segments and influence purchase decisions. | | CO1, CO2, CO3, CO4 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 7–10 of *Consumer Behavior.* | | 3.1, 3.2, 3.3 |  |
| **Watch** the following videos:   * “[Consumer Shopping Behavior Online](https://www.youtube.com/watch?v=qRKCOLbxVsY)” (2:56) * “[The Science of Shopping and the Future of Retail](http://www.youtube.com/watch?v=qVJAr5eGOKA)” (20:01) | | 3.1, 3.2, 3.3 | Lecture Activity = 1hr |
| **Read** the following article:   * [Can Better Packaging Convince You To Eat Bugs?](http://www.fastcoexist.com/3037621/can-better-packaging-convince-you-to-eat-bugs) | | 3.1, 3.2, 3.3 | Lecture Activity = 1hr |
| **Total** |  |  | **2hrs** |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Discussion Question 1: Applying Learning Theory**  **Pos**t a response in 150 to 200 words on the following prompt, and provide specific examples to support your answer.   * Identify a target audience segment, and describe concepts from learning theory you could use to influence the behavior of that group when making a major purchase decision. * Describe an instance wherein you think applying this knowledge could be considered unethical.   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents with a constructive critique of their responses. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 3.2, 3.3 | Discussion Board = 1hr |
| **Discussion Question 2: Anchoring and the Adjustment Process**  **Pos**t a response in 150 to 200 words on the following prompt, and provide specific examples to support your answer.   * Describe a purchase that you recently made. How did you use anchoring and the adjustment process when you were making the decision to purchase?   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents with a constructive critique of their responses. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 3.1, 3.2 | Discussion Board = 1hr |
| **Practical Application Assignment 1: Influencing the Decision Process**  **Write** a short paper in which you address the following:   * Identify each stage of the decision-making process. * Describe an example of a strategy used by an organization to influence a purchase decision at each stage. * Use examples from one or more products or services to support your answers.   **Submit** your paper through Blackboard. | | 3.1, 3.3 | Paper = 1.5hr |
| **Practical Application Assignment 2: Morton Salt Marketing Messages**    Nearly a century ago, the manufacturers of Morton Salt charged its advertising agency with the task of designing an appropriate logo and a slogan for their product. The result was an enduring image in the consumption vocabulary of the average consumer: the Morton Umbrella Girl.  **Go** to [Mortonsalt.com](http://www.mortonsalt.com/) and click **Our History**. Read Morton’s History, History of Morton Salt Girl, and Morton Ads.  **Go** to [Vintageadbrowser.com](http://www.vintageadbrowser.com/) and search for Morton Salt.  **Review** the general advertising that the company has used over the years.  **Write** a short paper in which you address the following:   * How the advertising images and messages have developed or changed over time * How the advertising influences both thought-based and feeling-based consumer decision making   **Submit** your paper through Blackboard. | | 3.2, 3.3 | Paper = 1.5hr |
| **Consumer Behavior Case: Bargain-A-Day Deal Appeal**  **Read** “Bargain-A-Day Deal Appeal” on p. 261 of *Consumer Behavior*.  **Answer** the following questions, and provide specific examples to support your answers.   * Once a consumer has used a deal-a-day site, how are learning choice tactics likely to affect their subsequent decisions? * In what way might deal sites affect the zone of acceptance for a product or category? What are the implications for marketers? * Is it reasonable for a marketer to expect that a consumer who is loyal to a different brand would switch to its brand after trying a deeply discounted offer on a deal site? Explain your answer. * What role do you think variety seeking plays in a consumer’s decision to use deal-a-day sites?   **Submit** your answers through Blackboard. | | 3.1, 3.2, 3.3 | Case Study = 1hr |
| **Quiz 3**  **Complete** Quiz 3. This is a multiple-choice, auto-graded online quiz. You will have unlimited time to complete the 10 questions; however, you only have one attempt to complete the quiz. You will not be able to save your work and return to it later. | | 3.1, 3.2, 3.3 | Quiz = 1hr |
| **Total** |  |  | **9hrs** |
| **Notes** |  | | |

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| --- | --- | --- | --- |
| Week 4: The Consumer’s Culture | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Describe psychological and social factors that affect consumer behavior. | | CO1 | |
| * 1. Explain how and why marketers use these factors in segmenting target markets. | | CO2 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 11–14 of *Consumer Behavior.* | | 4.1, 4.2 |  |
| **Watch** the following videos:   * “[The Science of Shopping and the Future of Retail](http://www.youtube.com/watch?v=qVJAr5eGOKA)” (20:01) * “[Shopper Study - Consumer Preferences and Behaviors Explained](https://www.youtube.com/watch?v=oouLh1bCOOg)” (7:47) | | 4.1, 4.2 | Lecture Activity = 1hr |
| **Total** |  |  | **1hr** |
| ***Supplemental Learning Resources and Activities***  *Students may complete the activities in this section as selected by the instructor. These activities provide further exploration of content, supplemental information, and skill building.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Review** the following website:   * [Shopper Experience Study](http://www.cognizant.com/shopper-experience-study?utm_source=YouTube&utm_medium=Description&utm_term=Pixability&utm_campaign=ShopperStudy) | | 4.1, 4.2 | Lecture Activity = .5hr |
| **Total** |  |  | **1.5hr** |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Discussion Question 1: Consumer Privacy**  **Pos**t a response in 150 to 200 words on the following prompts, and provide specific examples to support your answer.   * Every time you use a store’s loyalty card to make a purchase at a retail outlet, the organization gathers information about your purchase preferences and creates a profile of you as a consumer. What advantages and disadvantages do you see in having a company know so much about you?   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents with a constructive critique of their responses. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 4.1, 4.2 | Discussion Board = 1hr |
| **Discussion Question 2: Using Target Market Segmentation**  **Pos**t a response in 150 to 200 words on the following prompt, and provide specific examples to support your answer.   * Identify how some key indicators of each social class impact purchase behavior and consumption patterns. * Identify examples of current products or services to support your comments.   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents with a constructive critique of their responses. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 4.1, 4.2 | Discussion Board = 1hr |
| **Practical Application Assignment 1: Psychographics**  **Go** to [Strategic Business Insights](http://www.strategicbusinessinsights.com/).   * Click **VALS**. * Click **VALS Survey**. * Click **Take the Survey**.   **Write** a short paper in which you address the following:   * How does the survey describe you as a consumer? * Do you agree that the segment in which the survey placed you is an accurate description of your lifestyle, personality, or values? * How would a marketer use your profile to design an ad for an automobile purchase?   **Submit** your paper through Blackboard. | | 4.1, 4.2 | Paper = 1.5hr |
| **Practical Application Assignment 2: Normative Influence**  **Write** a short paper in which you address the following:   * How can normative influence be used to influence consumer behavior? * What characteristics affect normative influence strength? * Describe an example of how a company is applying normative influence in their advertising approach.   **Submit** your paper through Blackboard. | | 4.1, 4.2 | Paper = 1.5hr |
| **Consumer Behavior Case: Marketing to Teens Worldwide via Music**  **Read** “Marketing to Teens Worldwide via Music” on p. 349 of *Consumer Behavior*.  **Answer** the following questions, and provide specific examples to support your answers.   * What long-term results do you think Coca-Cola and PepsiCo hope to achieve by investing heavily in marketing to teens around the world? * What are the marketing advantages and disadvantages of associating a soft drink brand such as Coca-Cola or PepsiCo with musical groups that are just beginning their careers? Do you agree with this strategy? Explain. * From a consumer behavior perspective, why would these two companies emphasize new music and emerging performers in their ads, rather than well-known songs and groups?   **Submit** your answers through Blackboard. | | 4.1, 4.2 | Case Study = 1hr |
| **Quiz 4**  **Complete** Quiz 4. This is a multiple-choice, auto-graded online quiz. You will have unlimited time to complete the 10 questions; however, you only have one attempt to complete the quiz. You will not be able to save your work and return to it later. | | 4.1, 4.2 | Quiz = 1hr |
| **Total** |  |  | **8.5hrs** |
| **Notes** |  | | |

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| Week 5: Consumer Behavior Outcomes and Issues | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Discuss the main factors that affect product adoption and acceptance. | | CO1 | |
| * 1. Explain how marketers can use their knowledge of product adoption and acceptance to market more effectively. | | CO2 | |
| * 1. Describe the symbolic role that products can play as conscious badges that designate the various cultural categories of which we are members.   2. Identify some issues that arise from unethical marketing behaviors. | | CO1, CO3  CO4 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 15–17 of *Consumer Behavior.* | | 5.1, 5.2, 5.3, 5.4 |  |
| **Watch** the following video:   * “[Making Sense of Social Media: The Consumer Decision Journey](http://www.youtube.com/watch?v=eNGS58T96eM)” (2:25) | |  | Lecture Activity = 0.5hr |
| **Go** to [Psychology Today](http://www.psychologytoday.com/) and click **Psych Basics**.  **Click** on **Consumer Behavior**.  **Review** some of the resources available. | |  | Lecture Activity = 0.5hr |
| **Total** |  |  | **1hr** |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Discussion Question 1: Ethics and Social Responsibility**  **Pos**t a response in 150 to 200 words on the following prompt, and provide specific examples to support your answer.   * Discuss some ways in which consumers and organizations use marketing for socially responsible purposes.   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents with a constructive critique of their responses. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 5.2, 5.4 | Discussion Board = 1hr |
| **Discussion Question 2: Materialism**  **Pos**t a response in 150 to 200 words on the following prompt, and provide specific examples to support your answer.   * Does marketing perpetuate materialism? Use examples of current ads to support your opinion.   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents with a constructive critique of their responses. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 5.1, 5.2, 5.3, 5.4 | Discussion Board = 1hr |
| **Practical Application Assignment 1: Representations in Marketing**  **Write** a short paper in which you address the following:   * How have advertisers historically represented women, ethnic minorities, and seniors? * Discuss whether these representations are changing. Use examples to support your discussion.   **Submit** your paper through Blackboard. | | 5.1, 5.2, 5.4 | Paper = 1.5hr |
| **Practical Application Assignment 2: Symbolic Emblems**  **Create** a short Microsoft PowerPoint presentation in which you address the following:     * The emblematic function of a product symbolizes membership in a particular social group. Identify an emblem representing each of the following group. * Describe an advertisement that is used to target each of these groups:     + Geographic, ethnic, social class, gender, and reference group * Include an image for each emblem you describe. * Use the slide notes area to explain the content of each slide.   **Submit** your presentation through Blackboard. | | 5.1, 5.2, 5.3 | Paper = 1.5hr |
| **Consumer Behavior Case: It Is Brewing: Single-Serve Coffeemakers Are Hot**  **Read** “It Is Brewing: Single-Serve Coffeemakers Are Hot” on p. 437 of *Consumer Behavior*.  **Answer** the following questions, and provide specific examples to support your answers.   * Do you think single-serve coffeemakers are discontinuous, dynamically continuous, or continuous? What are the implications for adoption and resistance of this innovation? * Is the decision to adopt single-serve coffeemakers likely to follow the high-effort or low-effort hierarchy of effects? Explain your answers. * In which stage of the product lifecycle would you place single-serve coffeemakers? Why should competitors in this industry pay attention to the life cycle? * How is diffusion likely to be affected by the expiration of patents and the introduction of lower-priced coffee capsules?   **Submit** your answers through Blackboard. | | 5.1, 5.2 | Case Study = 1hr |
| **Quiz 5**  **Complete** Quiz 5. This is a multiple-choice, auto-graded online quiz. You will have unlimited time to complete the 10 questions; however, you only have one attempt to complete the quiz. You will not be able to save your work and return to it later. | | 5.1, 5.2, 5.3 | Quiz = 1hr |
| **Total** |  |  | **8hr** |
| **Notes** |  | | |

# Breakdown of Academic Instructional Equivalencies

|  |  |  |
| --- | --- | --- |
|  |  |  |
| **Week 1** |  |  |
| Required |  | 9 |
| Supplemental |  | 0 |
| **Week 2** |  |  |
| Required |  | 8 |
| Supplemental |  | 0 |
| **Week 3** |  |  |
| Required |  | 9 |
| Supplemental |  | 0 |
| **Week 4** |  |  |
| Required |  | 8 |
| Supplemental |  | 0.5 |
| **Week 5** |  |  |
| Required |  | 8 |
| Supplemental |  |  |
|  |  | 0 |
|  |  |  |
| **Total Required Hours** |  | 42 |
| **Total Supplemental Hours** |  | 0.5 |
| **Total Hours** |  | 42.5 |