MKT 3316-110-Consumer Behavior

FALL 2021

Texas A&M University-Central Texas

COURSE DATES, MODALITY, AND LOCATION

AUG 23, 2021 – DEC 10, 2021

This is a 100% online course, and uses the A&M-Central Texas Canvas Learning Management System [https://tamuct.instructure.com/].

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Jaisang Kim

Email: jskim@tamuct.edu

Office hours: please email me to schedule an individual Zoom meeting to chat

Required Textbook: Babin, B. J., & Harris, E. G. (2022). CB9. Boston, MA: Cengage Learning. ISBN: ISBN: 9780357518205

Other readings and videos as assigned.

WARRIOR SHIELD

Emergency Warning System for Texas A&M University-Central Texas

Warrior Shield is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in Warrior Shield through their myCT email account.

Connect to Warrior Shield by 911Cellular [https://www.tamuct.edu/police/911cellular.html] to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, university officials can quickly pass on safety-related information, regardless of your location.

Course Description and Goals

A successful marketing strategy must be built around an understanding of consumers. Even the most intricate strategy runs the risk of being useless if it ignores some fundamental facts about how people perceive and process information, make decisions, and form attitudes. Using lectures, examples, and discussions, this course will build upon research in psychology, marketing, and other social sciences to help you understand why consumers behave the way they do. As we learn how to characterize and predict consumer behavior, we will discuss implications for designing and implementing marketing strategies.

A vital component of the course will be a focus on the research process. We will not only examine what is known about consumer behavior, but we will also learn about how researchers arrive at these conclusions. This will not only help you understand the topics covered in class more comprehensively, but will also make you better prepared to critically evaluate and conduct consumer research in the future.

Specifically, completion of this course will provide you with:

- An understanding in basic consumer psychology.
- Insights into the strategies to reach, inform, and persuade consumers.
- Insights into the consumers around you, such as your friends and family, and yourself.
- Mostly importantly, the ability to formulate and answer questions about consumer behavior, the ability to relate your conclusions to actionable marketing strategies, and other skills essential to your career.

Lecture video and Power Point Slide will be available online before each lecture in the CANVAS. I hope you find these slides to be useful, but please realize that they contain only a subset of the material presented in class. Therefore, they are in no way a substitute for attendance, careful note-taking, and your active engagement.

Evaluation and Grading Policy

Your grade will be based upon the following criteria, described in more detail below:

Student self-Introduction video	10%
Three Exams	45 %
Weekly Discussion Questions	15%
Superbowl ad challenge: Group Project	30%
Total Possible Points	100%

Letter grades will be assigned as follows:

90% - 100% = A

80% - 89.9% = B

70% - 79.9% = C

60% - 69.9% = D

<60% = F

*The instructor reserves the right to curve the grading scale in favor of the students.

Student Introduction Video: 10% (please upload your self-introduction video by August 28)

Submitting: a media recording, or a file upload
You must create an introduction video for this class. Your video should be **no longer than 1 minute** and should include the following information:

(1) student name,

(2) declared major,

(3) anticipated graduation semester,

(4) current occupation, and

(5) something interesting about yourself.

This video will allow me to become acquainted with your background.

Weekly Discussion Questions :15%

Each week you will be required to respond to a discussion questions posted within the forum. Your response should incorporate the reading materials for the Module as appropriate. Your initial response to the discussion question should be approximately 200-300 words. You should check the discussion forum several times throughout each week and read new posts.

Three Exams: 45%

The class will have three mutually exclusive exams covering different sessions of the class. Each exam weighs 15% of total course grade. No early exams will be given. There will be no make-up sessions for missed term exams.

The exams will have a range of question types: multiple choice, short answer, and longer answer. The exams are designed to be rigorous: they will require you to integrate and synthesize materials we cover in class.

You should complete the exams independently and are not allowed to seek help from or discuss the exam questions with others.

Superbowl ad challenge :30%

Super Bowl is inarguably the biggest advertising event of the year in the US and a true global entertainment spectacle. As a reference, Fox claims that the 2020 Super Bowl 2020 has already sold out its coveted ad spots at $5.6 million per 30 seconds. So ideally, advertisers would like to have their advertisements communicate to a wider audience, preferably internationally or globally.

In this Ad Challenge, each student will be assigned to a team that will be required to select two current or recent Super Bowl advertisements (preferably from years 2016-2020) —the best and the worst in terms of "Drawing Your Attention" based on what you have learned in class (theory and learning materials).

You will need to include following elements in your analysis.

* What made you pay attention to the advertisement? (you must include following elements: involvement, memory, perception, lifestyle etc.).

* Analyze the good and bad points of the advertisement from the perspective of consumer information processing.

* Product Schemas stored in long-term memory

Further rubrics will be provided as we cover chapter 3 & chapter 4.

By completing this group project, you will learn to connect course material with real practice. You will also learn how to communicate your ideas clearly and concisely. More specific instructions and grading criteria can be found below.

Guidelines for Group Project

Projects are intended to give you an opportunity to apply the concepts and research methods you've learned in class by coming up with a research idea, executing it, and writing a final report of the research project. Moreover, the project will also provide you with

an opportunity to collaborate and learn with your peers. ***The outline below provides you with the general instructions for the project, but you have a great deal of flexibility as to how you actually implement your project. Be creative!***

 About the group

Each group will have 5-6 members. Please note that it is your responsibility to develop a mutually convenient plan to work together. ***Your peers will evaluate your contribution to the project using peer evaluation form and individual grade will be adjusted (maximum 5 points) by your peers' assessment of your individual efforts (please email your peer evaluation form to the instructor by December 10).***

Directions

Presentation (25%)

Your group is required to develop a PowerPoint presentation that is no longer than 25 minutes showcasing your choices of ads with a detailed analysis of each. All team members are expected to fully participate in presentations.

Detailed instruction of presentation engagement (5%):

You will be asked to evaluate and comment on other teams' performance. You will also need to ask 2 relevant questions for each presentation. The quality of your assessment and questions will be graded and this score is part of your group-project grade.

 Grading details:

- Within a group, all members will initially earn the same grade. However, I will ask each group member to evaluate the contributions of his/her fellow members. If someone is consistently identified as having not contributed to the group, that person's score will be adjusted.

Academic Honesty

All work submitted in this class must be your own. Cheating, plagiarizing, gaining unfair advantages over others, will NOT be tolerated

Course Schedule

(Amount of time spent on each topic may vary.)

Week	Start Date	Activity	Note
1	Aug 23	Course Introduction	Welcome, Syllabus, and Self-Introduction
2		Chapter 1- What is CB and Why Should I Care? Chapter 2- Value and the Consumer Behavior Value Framework Chapter 3-Perception 1 Chapter 3-Perception 2	
3		Chapter 4-Comprehension, Memory, and Cognitive Learning 1	
4		Chapter 4-Comprehension, Memory, and Cognitive Learning 2	

5	Chapter 5-Motivation and Emotion Chapter 6-Personality, Lifestyles, and the Self-Concept Chapter 7-Attitudes and Attitude Change 1
	Chapter 7-Attitudes and Attitude Change 2
6	No class-prepare for your exam 1
7	Exam 1 Chapter 8-Group and Interpersonal Influence I
8	Chapter 8-Group and Interpersonal Influence II
	Chapter 9-Consumer Culture
	Chapter 10-Microcultures
9	Chapter 11-Consumers in Situations
10	Superbowl project Superbowl project
11	Evaluate and comment on other team's presentations No class-Prepare for your exam 2
12	Exam 2 Chapter 12-Decision Making 1
13	Chapter 13-Decision Making 2 Chapter 14-Consumption to Satisfaction
14	Chapter 15-Beyond Consumer Relationships Chapter 16-Consumer and Marketing Misbehavior
15	Reflection No class-Prepare for your Exam 3
16	Exam 3