



Consortium of Universities for International Studies

Consumer Behavior 06M;135 Syllabus

Fall 2013

Paderno del Grappa, Italy

Professor: Christopher Ancona

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Empathy: "The capacity to know emotionally what another is experiencing from within the frame of reference of that other person, the capacity to sample the feelings of another or to put one's self in another's shoes"

- D. M. Berger

DESCRIPTION/OBJECTIVES

This course will investigate why people do what they do, and how they make the decisions they make by exploring the different aspects affecting buying behavior. By the end of this class, you will have a better understanding of the things to consider when designing a product, creating a marketing program, or even managing a group of people.

EVALUATION

The course grade will be based the following guide::

Class Participation	50pts	10%
Homework	150pts	30%
Two Quizzes (10% ea)	100pts	20%
Research Paper/Presentation	75pts	15%
Final Exam	125pts	25%

REQUIRED TEXT

Consumer Behavior: Buying, Having, and Being By: Michael R. Solomon

Week

Tentative Schedule: Reading/Discussion Assignment

1	Course introduction and overview Ch 1 – Consumers Rule
2	Ch 2 – Perception
3	Ch 3 – Learning and Memory
4	Ch 4 – Motivation and Values Ch 5 – The Self ***Quiz #1

5	☺ *** Travel Week *** ☺
6	Ch 5 continued Ch 6 – Personality and Lifestyles
7	Ch 7 – Attitudes and Persuasion Ch 8 – Decision Making
8	Ch 8 cont. Ch 10 – Groups Ch 11 – Organizational and Household Decision Making
9	Ch 12 – Income and Social Class Ch 13 - Ethnic, Racial, and Religious Subcultures Ch 13 cont *** Quiz #2
10	☺ *** Travel Week *** ☺
11	Ch 14 – Age Subcultures Ch 15 – Cultural influence on Consumer Behavior
12	Ch 16 – Global Consumer Culture *** Final Papers/Presentation due ***
13	*** Final Exam***

Academic Policy – CIMBA

Grading Policy:

Grades will be assigned on the basis of total points earned and will take into account relative class standing in line with the University of Iowa's guidelines. Active, meaningful class participation will positively influence borderline grades and +/- grades will be used. ***Course grades will be approximately distributed according to the recommended guidelines of the Management and Organizations Department at the University of Iowa, which is 30% A's, 40% B's, 30% C's and 10% D's. These are only guidelines.***

Honesty in Learning:

The overwhelming majority of students attending CIMBA programs are driven to improve their skills and put themselves on track for a challenging and rewarding career. In the unfortunate event of academic dishonesty all such incidents will be reported to the Campus Coordinator of the CIMBA Undergraduate Program and the student may be placed on disciplinary probation for the remainder of his or her semester at CIMBA, or possibly expelled from the program. In general, the decision of the Professor may be appealed to the Campus Coordinator, then to the Associate Director of CIMBA (Cristina Turchet). The Honor Code for the Tippie College of Business will determine the appropriate appeals process.

Sexual Harassment:

The CIMBA Undergraduate Program 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, you are encouraged to visit the University website, www.sexualharassment.uiowa.edu/index.php, and to seek assistance from the CIMBA Undergraduate Office.

Accommodating 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 hours or schedule an appointment. I would also remind you that the Office of Student Disability Services is available to assist you.

CIMBA Attendance Policy:

Attendance at all classes and CIMBA-sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/3 of a letter grade in any class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program

Absences due to illness require a note from the CIMBA Undergraduate Office Staff and/or the Istituto Filippin medical staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Student Concerns

Regarding this course, student concerns should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the Department Chair, Jay Christensen-Szalanski (319-335-0951), jay-christensen-szalanski@uiowa.edu. If you cannot resolve the complaint by speaking with the chair, you may contact the Associate Dean of the Tippie College Undergraduate Program, Lon Moeller, at 319-335-0924, or by email at lon-moeller@uiowa.edu ”