

# Consumer Behavior 06M: 135 Syllabus

Spring 2013  
Paderno del Grappa, Italy

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*Google, H&M, Nestle', Apple, L'Oreal, Verizon, Chanel...and other companies know that their success depends on understanding consumer behavior and trends so that they can create goods and services that consumers will want, like, use, and recommend to others.*

*("Consumer Behavior", by W.D. Doyer & D.J.Macinnis, 5<sup>th</sup> Ed., South Western Cengage Learning)*

## **DESCRIPTION & OBJECTIVES**

Consumer Behavior is the study of how and why individuals select, purchase, use or dispose of products and services. It is the study of *our* behavior as consumers and a central part of the discipline of Marketing. This course goes well beyond studying the act of buying: having & being are just as important. *Consumer Behavior* is designed to develop our understanding of its key elements:

1. Consumers in the marketplace
2. Consumers as individuals
3. Consumer as decision makers
4. Consumers and subcultures
5. Consumers & cultures

With the support of the theory and many modern life examples we will explore why people buy things and how their consumption contributes to the broader world & society. By the end of the journey into understanding consumer behavior in a multicultural & international perspective as well as its relevance to today's business you will have acquired key competencies essential in any marketing & sales function of today's companies.

## **EVALUATION**

During the semester students are expected to acquire a set of skills comprised of consumer behavior concepts. Participants will also be expected to understand how the principles of this discipline work in companies and their application to real world situations and environments. It is expected that students will give alone and/or in groups' presentations to the class on relevant assignments, as it is the norm in the business world.

**REQUIRED TEXT**

Consumer Behavior- Buying, Having & Being, by Michael R. Solomon, 8<sup>th</sup> edition, Pearson International Edition.

<u>Week #</u>	<u>Date</u>	<u>Tentative Schedule</u>
1	Tue 15 Jan  One class, date TBC	<i>CAP Classes start</i>  <ul style="list-style-type: none"> <li>• Course Introduction and Overview <b><i>“Consumers In The Marketplace”</i></b></li> <li>• Consumers Rule, Chapter 1</li> <li>• Assignment: TBC</li> </ul>
2	Cap Classes  One class, date TBC	<i>CAP Classes</i>  <b><i>“Consumers as Individuals”</i></b>  <ul style="list-style-type: none"> <li>• Perception, Chapter 2</li> <li>• Assignment: The brave new world of subway advertising</li> <li>• Assignment: Article from The Economist “Hidden Persuaders”</li> </ul>
3	Mo 28 Jan  Wed 30 Jan  Fri 1 Feb	<ul style="list-style-type: none"> <li>• 2X Students’ presentations of the assignments (one each)</li> <li>• Learning &amp; Memory Chapter 3 (selected pages)</li> <li>• Motivation &amp; Values, Chapter 4</li> <li>• Assignment: Article from The Economist “Slaves to the Smartphone”</li> <li>• 2X Presentations of the Assignment</li> <li>• The Self, Chapter 5</li> </ul>
4	Mo 4 Feb  Wed 6 Fe	<ul style="list-style-type: none"> <li>• Personality &amp; Lifestyles, Chapter 6</li> <li>• Assignment: article “Western brands feed China’s love for luxury”.</li> <li>• Assignment: The Magic of IPod (case study from the text book)</li> <li>• 2X presentation of assignments (one each)</li> <li>• Attitudes, Chapter 7</li> </ul>

	Fri 8 Feb	<ul style="list-style-type: none"> <li>• Assignment: Article “ Brits still giving iced tea the cold shoulder”, by Just-Drinks</li> <li>• Attitude Change &amp; Interactive Communications, Chapter 8</li> <li>• Assignment: Self-study of selected Celebrity Endorsement Pictures</li> </ul>
5	<b>****Travel Week ***</b>	
6	Mo 18 Fri  Wed 20 Feb  Fri 22 Feb	<ul style="list-style-type: none"> <li>• <i>Focus Class “Situation Room”</i>: “Your product. Your Celebrity “.</li> <li>• <b>“Consumers as Decision Makers”</b></li> <li>• Group Influence &amp; Opinion Leadership, Chapter 11</li> <li>• Assignment: Rise of Mummy Bloggers”</li> <li>• 2X presentation of assignments</li> <li>• <i>Individual Decision Making, Chapter 9 (self-study)</i></li> <li>• Group Influence &amp; Opinion Leadership, Chapter 11</li> </ul>
7 <i>From this week classes switch to Tuesdays &amp; Thursdays</i>	Tu 26 Feb  Th 28 Feb	<ul style="list-style-type: none"> <li>• <b>**Mid Term Exam**</b></li> <li>• <b>“Consumers and Subcultures”</b></li> <li>• Income &amp; Social Class, Chapter 13</li> <li>• Assignment: Research Paper “net-a-porter Targeting The Rich”, 2011</li> <li>• 2x Presentations of assignment</li> <li>• Ethnic, Racial &amp; Religious subcultures, Chapter 14</li> </ul>
8	Tu 5 Mar  Th 7 Mar	<ul style="list-style-type: none"> <li>• Age Subcultures, Chapter 15 Assignment: TBC</li> <li>• 2X students’ presentations of assignment</li> <li>• <b>“Consumers and Culture”</b></li> <li>• Cultural influences on Consumer</li> </ul>

		Behavior, Chapter 16
9	<b>***Travel Week ***</b>	
10	Tu 19 Mar  Th 21 Mar	<ul style="list-style-type: none"> <li>• Global Consumer Culture, Chapter 17</li> <li>• Assignment: Bloggers Report, Forrester Research, July 2008</li> <li>• <i>Focus Class "Situation Room"</i>: Group assignment "Global culture and how it influences consumer behavior: (product of your choice)"</li> </ul>
11	Tu 26 Mar  Th 28 Mar	<ul style="list-style-type: none"> <li>• Group presentation of Situation Room Assignment</li> <li>• <i>Focus Class</i>: Revision of Key Learnings in Consumer Behavior Jan-March 2012</li> </ul>
	<b>*** Travel Weekend***</b>	
12	<b>Week of April 2</b>	<b>Final Exam</b>

### **Course Policies**

Course Policies are governed by the Tippie College of Business. DEO information for the Marketing Department: Gary J. Russell (Tel +1-319-335-2521, [gary-j-russell@uiowa.edu](mailto:gary-j-russell@uiowa.edu)).

### **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, or the University's Office of the Ombudsperson ([ombudsperson@uiowa.edu](mailto:ombudsperson@uiowa.edu)).

### **Accommodating Students with Disabilities/Academic Accommodations**

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 during my scheduled office 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 1/2 of a letter grade in that 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 Office 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.

### **Punctuality in Class**

Punctuality is mandatory. Classes will start on time and students are expected to arrive on time.

### **Grievance Policy**

Student concerns regarding this course should first be discussed with me first. If we can't resolve the complaint, you may contact the DEO. If you cannot resolve the complaint by speaking with the DEO, 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](mailto:lon-moeller@uiowa.edu)

### **Academic Misconduct**

It is my sincere hope that no student in this class submits work which is not his or her own. If a student is cheating, he/she is cheating himself/herself only.

However, it seems prudent to clarify in advance the policy on cheating. If I determine that any assignment was not written solely by the student whose identification number appears on the paper, the student will receive a zero (0) for the assignment and may receive an "F" for the class. All incidents of cheating will be reported to the Senior Associate Dean of the Tippie College of Business and the student may be placed on disciplinary probation for the remainder of his or her graduate work at the University of Iowa. Please don't let this happen.

### **Complaints**

Student concerns regarding this course should first be discussed with me first. If we can't resolve the complaint, you may contact the DEO, Gary J. Russell (319-335-2521, [gary-j-russell@uiowa.edu](mailto:gary-j-russell@uiowa.edu) ) If you cannot resolve the complaint by speaking with the DEO, 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](mailto:lon-moeller@uiowa.edu).

**Grading:**

The course grade will be based on 400 possible points:

Class Participation:	100
Mid Term Evaluation	50
Research Paper	100
Final Exam	150
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	400

Course grades will be approximately distributed according to the recommended guidelines of the Marketing 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.