

CIMBA Italy Program

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Paderno del Grappa, Italy

Course Syllabus
Consumer Behavior
Fall 2015

Course Description: 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.

This Syllabus is subject to change

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, 25% C's and 5% D's. These are only guidelines.

Honesty in Learning:

If I determine that any assignment was not written solely by the student whose name is on the project, 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 and the student may be placed on disciplinary probation for the remainder of his or her enrollment at the University of Iowa. Honor Code for the Tippie College of Business will determine the appropriate appeal 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, we encourage you to visit the University website, www.sexualharassment.uiowa.edu/index.php, and to seek assistance from the CIMBA Director, Brandelle Unkrich, at 319-335-1041 or brandelle-unkrich@uiowa.edu.

Grievance Policy:

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the DEO of the Marketing Department, Catherine Cole, at cathy-cole@uiowa.edu. If you cannot resolve the complaint by speaking with the DEO, you may contact the Associate Dean of the Undergraduate Programs, Ken Brown at kenneth-g-brown@uiowa.edu.

Accommodating Disabilities:

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with Student Disability Services, then contact Shannon Lizakowski (Shannon-lizakowski@uiowa.edu) in the CIMBA Office to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

Participation

Most importantly, no cell phones or laptops – even on mid-class breaks. Electronic devices distract the learning process.

Class discussion and your contributions are important. Some of the criteria which impact effective class participation (and hence your grade) are:

- Is the participant a good listener?
- Is the participant willing to interact with other class members?
- Does the participant present information relevant to the discussion?
- Is the participant willing to challenge (in a constructive manner) statements from other students, guests and the instructor?
- Do the participant's comments add to our understanding of the situation?
- Do the participant's comments show evidence of analysis of the case or information being discussed?
- Does the participant distinguish among different types of data (i.e., facts, opinion, beliefs, etc.)?
- Does the participant exhibit a willingness to offer new ideas, theories, or facts, or are the participant's comments a repetition of case facts without analysis and conclusions?
- Do the participant's comments clarify and highlight important aspects of earlier points and lead to a clearer statement of the concepts being covered?

Each student is expected to contribute actively in class discussions utilizing personal knowledge, as well as information gleaned from the readings. Thus students will learn from each other as well as from the instructor. It is the responsibility of each student to come to class fully prepared.

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 and be escorted to the campus nurse (8am-1pm). Failure to do so will result in an unexcused absence.

Grades:

Grades are distributed as follows:

Homework and Participation	20%
Test 1	15%
Test 2	15%
Final	15%

Project Paper	20%
Project Presentation	15%
Total	100%

REQUIRED TEXT - *Consumer Behavior: Buying, Having, and Being (Michael R. Solomon)*

Week # Tentative Schedule: Lecture/Reading/Discussion Assignment

*Subject to change based on program schedule and which block the course is assigned to.

1 Course Intro

2 Ch. 1 and 2

3 Ch. 3 - 5

4 Ch. 6 and 7

5 Test

6 Ch. 8 - 10

7 Ch. 11 - 14

8 TRAVEL WEEK

9 Test, Ch. 15

10 Ch. 16 and 17

11 Final Presentations

12 Review

Final Exam – Date TBD (Dec. 2, 3 or 4)