



Consumer Behavior
Marketing 3200 (B3 Class): 1:45-3:30 pm, Room 18
Spring 2022

Instructor: Dr. Jaebeom (“Jae”) Suh, Associate Professor of Marketing,
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Email: jsuh@ksu.edu
Office Hour: Open door policy (or by Appointment)

Course Description

This course is a study of the concepts, principles, and theories to understand, evaluate and predict consumer behavior. Explaining the behavior of consumers provides insight into ambiguous marketing situations. The course focuses on applying scientific methods to aid in marketing decision making. In addition, this course integrates current consumer research and theory as well as current topics.

Course Learning Outcomes

- Identify and apply consumer behavior concepts, principles and theories regarding (a) the individual such as affect, cognition, attitudes, and decision making, (b) influences on the consumers considering surroundings and social impacts
- Apply these consumer behavior concepts to marketing strategies
- Improve ability to think critically and strategically regarding consumer behaviors

Course Materials

- **Required Textbook:** *Consumer Behavior, Global Edition, 12th Edition, (Leon Schiffman Joseph L. Wisenblit), ISBN-13: 9780137504503;* (eTextbook with Instant Access is also acceptable)
- My lecture PowerPoints will be made available to you.

Grading

Since CIMBA is a study abroad program based at University of Iowa, the grading policy of the University of Iowa will be followed as a guideline for assigning final grades. For a detailed review you may look at the subsequent URL, but as a general overview, the policy implies that grades will be assigned so they are reflective of relative student performance on each assignment in class. Thus, it would be unrealistic to expect that all or most students will receive an “A” grade on any particular assignment. Full UI policy available at: <http://tippie.uiowa.edu/undergraduate/advising/grading-policies.cfm>.

The total points on all grade components will be utilized to assign letter grades using the following grading scale:

A+ (97 - 100), A (93 - 96.99), A- (90 - 92.99), B+ (87 - 89.99), B (83 - 86.99), B- (80 - 82.99), C+ (77 - 79.99), C (73 - 76.99), C- (70 - 72.99), D+ (67 - 69.99), D (63 - 66.99), D- (60 - 62.99), and F (00 - 59.99)

Your grade will be based on the following distribution and components.

Individual Performance	
1) Midterm Exam (with quiz)	20%
2) Final Exam	30%
3) Assignments	20%
Group Performance	
4) Project Presentation	10%
5) Project Report	20%
Total Points	
	100 %

1) Exam

Exams are non-cumulative and will be conducted during the regular class periods. You will be assigned a "0" if you miss a test without an excused absence. You must inform via a written note before an exam if you will miss it. Make-up exams will be given *only* if an University-approved excuse is provided with a **document for proof**.

If an exam is missed due to illness, appropriate written documentations (including legible name, telephone number, and signature of the appropriate medical professional) must be provided and the professor must be contacted prior to the administration of the exam – the contact must either be made directly with the professor (this means speaking with me), or a message sent to the professor's e-mail (which I prefer), or left on the professor's office voice mail which both include time stamps. If the contact is not made as described prior to the class, regardless the reason for the absence, a zero will be given for the exam.

2) Assignments

Assignments are due at the beginning of class. Any assignments submitted after the beginning of class will be considered late and receive a grade of 0.

3) Group project and presentation

This group project will be an important part of the course. Students will develop a marketing (advertising) plan focusing on consumer behavior decision. More details on the project will be provided soon.

Quality of report and presentation is important (emphasis added). Two dimensions of project report and presentation quality will be assessed. First, organization, clarity, and quality of writing are important and frequently make a major difference in the grading of advanced undergraduate level work. Second, I have zero tolerance for "fishing expedition" wherein students write everything that could be remotely related to the topic. What I want is concise, well written reports designed to be read by a busy

executive -- take a position and justify it. In most cases, there is no single "right" answer. However, there are clearly "wrong" answers. Strategies to accomplish this include bulleted executive summaries, liberal use of heading, and highlighting of key points.

4) Class participation

Since case discussions are an important part of the course, your participation is critical. I will reward your participation when deciding your final letter grade, by providing extra credit. It will depend on your quality and quantity of participation and the evaluation of participation is a subjective one.

5) Peer evaluation

At the end of the semester, you will be asked to evaluate the contribution of your fellow team members to the completion and quality of the group project. I will prepare a peer assessment in which each team member will get an opportunity to evaluate other members of the team. The peer evaluation will be used to identify contribution of each team member. If a team member is consistently rated poorly for inadequate contribution by other members, points will be deducted from his/her assignment score. All groups sometimes exhibit various levels of problems; it is the student's responsibility to deal with these problems on their own to the best of their ability prior to coming to the professor for help (as would be the case in any professional setting). The professor's involvement should only be sought if the members are unable to solve these problems on their own. Remember that a non-contributing group member will be penalized.

6) Class Attendance and Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. When you aren't in class, you can't learn or contribute your thoughts/insights to the class discussion. **Coming to class late** or **leaving early** disrupts class; in these circumstances, one full absence will be assessed. If you must miss a class, however, you will still be responsible for any material presented in class and for any additional assignments given. Every day the professor will check student's attendance at the beginning of class. Students who leave early will not receive credit for attendance that day, unless students inform the instructor. Attendance will be taken daily with points added or deducted as follows:

All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/2 of a (full) letter grade in the class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in the 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. To encourage attendance, if students do not miss classes at all, 3 points will be added to your total points as extra credits.

Academic Misconduct

The Tippie College of Business at the University of Iowa follows an honor code regarding academic misconduct. That code can be found at www.tippie.uiowa.edu/honorcode.cfm and includes cheating, plagiarism, unauthorized collaboration, obtaining an unfair

advantage, forgery, facilitating academic dishonesty, and misrepresentation. Be sure you are familiar with this code. Students who exhibit academic dishonesty will receive a zero (0) for the assignment or examination involved and may receive an "F" for the class. All incidents of cheating will be reported to the CIMBA staff, as well as to the Senior Associate Dean of the Tippie College of Business. The decision of the professor may be appealed to a Judicial Board. The Honor Code for the Tippie College of Business will determine the appropriate appeal process.

Academic Accommodations for Students with Disabilities

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

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 website, <https://osmrc.uiowa.edu>, and to seek assistance from department chairs, the Dean's Office, the University Ombuds Office, or the Office of Equal Opportunity and Diversity. Also, students are advised to seek assistance from the CIMBA Interim Director, Stephanie Schnicker, at 319-335-1041 or stephanie-schnicker@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 CIMBA Director, Stephanie Schnicker (319-335-1041, stephanie-schnicker@uiowa.edu). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

Note

The instructor reserves the right to modify the schedule outlined in the syllabus.

Course Schedule (Subject to change)

Week	Topic	Assignments
1	Introduction to Consumer Behavior Segmentation, Targeting, and Positioning	
2	Motivation, Ability, and Opportunity Consumer Perception	R/RStudio Factor Analysis for Positioning Map
3	Consumer Learning	Meaningful Differentiation article, JMR
4	Consumer Attitude Formation and Change	
5	Persuading Consumers Social and Mobile Advertising	
6	Reference Group and Word-of-Mouth	Exam 1
7	Travel Week – No Class	
8	Cultural Influence Subculture and Consumer Behavior	K-Pop Issue (Korean Wave)
9	Cross-cultural Consumer Behavior	
10	Consumer Decision Making Marketing Ethics and Social Responsibility	Summary of HBR article review: Hidden Trap in Decision Making
11	Diffusion of Innovation	Bass Model Practice
12	Presentation Class Wrap-up, Review for Final Exam	Final Exam

Note: There might be two possible guest speakers for class and our schedule will be adjusted accordingly once those are confirmed and finalized.