

THE OHIO STATE UNIVERSITY
Fisher College of Business
BUSML 4201: CONSUMER BEHAVIOR
Spring 2016

COURSE SYLLABUSⁱ

Instructor:	Hyojin Lee	Class Location:	Schoenbaum Hall 230
Email:	lee.4878@osu.edu	Class Time:	MoWeFr 3:00PM-3:55PM
Office:	530 Fisher Hall	Office Hours:	MoFr 4-5 PM or by appointment

Course Materials:

Required text: *Consumer Behavior*, 6th Edition, by Wayne D. Hoyer, Deborah J. MacInnis, & Rik Pieters; ISBN-10: 1133435211, ISBN-13: 9781133435211

- Available at OSU bookstores and online.
- For your convenience, a copy of the text will be placed on reserve at the architecture library (across the street from Fisher).
- If you do buy an older edition, please note that the chapter numbers are NOT the same as in the 5th edition.

Course Objectives:

Marketing begins and ends with the consumer, therefore it is essential that anyone wishing to understand marketing understand the consumer. This course is designed to give you an overview of consumer behavior and is intended to acquaint you with both what it means to be a consumer in a market-oriented society and what a marketer needs to know to understand the role of meeting the consumer's needs in the development of marketing strategy. To this end, we will explore processes involved in consumption and ways in which marketers are better able to predict and influence behavior.

Learning Objectives:

To understand the concepts, theories, and principles from the social sciences that apply to consumers and their purchase behavior.

To learn how to make appropriate marketing decisions based on a sound knowledge of consumer behavior concepts.

To become a more knowledgeable consumer, understanding how consumer behavior principles may affect your own buying patterns.

ⁱThis syllabus is subject to change when necessary.

Course Evaluation:

1. Exam		325 points (65%)
	• Exam 1	150 points
	• Exam 2	100 points
	• Exam 3	75 points
2. Group Project		125 points (25%)
	• Proposal	20 points
	• Paper	80 points
	• Presentation	25 points
3. Individual Assignment		50 points (10%)
	• Customer Interview	50 points
❖ Participation		extra credit
	• Journal Article Response	3 points
	• Case Presentation	3 points
	• Case Sharing to Carmen	1 point
	• Attendance	1 point
	• etc.	
TOTAL		500 points (100%)

The following grading scale will be used to assign final grades. The scale may be lowered if warranted, but it will not be raised. Once the final course grading scale is set, it is set in stone. If you miss the next highest grade by one point you will have my sympathy – but I will not change your grade!

GRADING SCALE

A = 93 – 100%; 465-500 points

A- = 90 – 92.9%; 450 - 464 points

B+ = 87 – 89.9%; 435 - 449 points

B = 83 – 86.9%; 415 - 434 points

B- = 80 – 82.9%; 400 - 414 points

C+ = 77 – 79.9%; 385 - 399 points

C = 73 – 76.9%; 365 - 384 points

C - = 70 – 72.9%; 350 - 364 points

D+ = 67 – 69.9%; 335 - 349 points

D = 63 – 66.9%; 315 - 334 points

F = 62.9% or below; < 314 points

1. EXAM (65%)

- There will be three closed book, closed note exams, each consisting of multiple choice questions. All exams will cover materials from the textbook, lecture, and classroom discussion.
- All exams MUST be taken in class at the scheduled time. A make-up exam is only permitted with a written doctor's excuse or in an extreme personal situation. Notification of the need to take a make-up exam must be given 48 hours prior to the exam. Missing the exam without providing this notification in advance will result in a grade of 0 for the exam.

2. GROUP PROJECT (25%)

- The purpose of this project is for you to apply the consumer behavior topics covered in this course to a real-world marketing problem faced by an industry or company of your choosing. The assignment for each team (of 5~6 students) is to prepare the following:
 1. A brief project proposal, not to exceed 2 double-spaced pages, due on **February 8th**;
 2. A paper, not to exceed 15 double-spaced pages (you may include additional pages of tables, figures, or other supplemental materials), due on **April 18th**;
 3. A 10~20 minute oral presentation to the rest of the class, due on **April 20th & 22nd**.

Group project instructions:

- Using sources such as Fortune, Business Week, the Wall Street Journal, etc., identify a current marketing issue related to a consumer product or service. The aim is to analyze the consumer behavior inherent in some real-world situation and develop marketing recommendations based on that analysis.

A. What is (are) the marketing problem(s)

You should identify the key marketing problem(s) you will address in your project.

Identifying examples of the problem will help you focus your project. You may use examples – photographs, commercials, promotions, etc.

B. Consumer behavior issues

You should identify the specific consumer behavior issues that are relevant to the marketing problem you have identified. It is important to be quite specific in your problem definition (e.g., are the issues related to consumer attitudes, cognitive decision making, or perception?)

C. Consumer analysis

The heart of your project is your creative analysis of the basic consumer behavior issues involved in your marketing problem. You should apply concepts, models, and theories we have discussed during the semester (e.g. perception, decision-making, attitude formation, social influences, etc...). Use these concepts to study, understand and explain the issues you are focused on.

- Be sure to clearly describe the marketing recommendations that you would make based on your analysis of relevant consumer behavior phenomena. For instance, how would you package your product in a way that maximizes impact given what you know about attention and perception? How would you promote your product given the level of involvement your target market has in your product and the decision-making process your target consumers follow?
- You will be evaluated on your choice of consumer behavior issues relevant to the marketing problem, the creative way in which you study those issues, your use of specific concepts from the textbook and class discussions, and the strategies that you recommend. Assume the audience for your paper has read the textbook and other readings for this course and attended the class lectures/discussions.

3. CUSTOMER INTERVIEW (10%)

- To prepare for our class discussion on **March 23rd & 25th**, please conduct an in-depth interview with someone not in the class about a recent purchase. If your last name starts with A – K, please ask this person to describe a recent purchase for a product that cost under \$5. If your last name starts with L – Z, please ask this person to describe a recent purchase for a product that cost over \$100.
- Your goal in the interview will be to discover the decision-making process that led up to this purchase decision (including both external and internal factors that motivated this decision). Please be sure to find out the following:
 - What led this consumer to realize that he or she needed or wanted to buy in this product category?
 - How many alternatives (if any) did the consumer consider?
 - How did the person decide to buy the alternative that he or she chose?
 - Which product attributes were important to this consumer? Why was it important to him or her that the product have these attributes?
Important: please use the laddering technique to prompt the consumer to tell you the key benefits/values that they associate with product attributes. First, ask them to name an important attribute of the product, and then ask them why it is important to them that product have that attribute. After they answer, ask them why it is important to them that they get that benefit, and so on, until you've found out a higher-level, more-abstract motivation (e.g., self-esteem, peace of mind, safety) underlying their preference for the attribute.
 - Are there other key associations (e.g., beliefs, feelings, memories, etc.) that come to mind for the consumer when thinking about this product that have not already described?
 - Will the person buy this same product (and brand) again? Why or why not?
- After conducting this interview, please write up a concise summary and analysis of your findings, and submit by **March 21st**. Important: Be sure to include key marketing implications in your discussion of your findings. Your write-up should not exceed 3 double-spaced pages. Please be prepared to talk about your depth-interviews and your observations regarding marketing implications in class on **March 23rd or 25th**.

4. PARTICIPATION (extra credit)

- Attendance and participation are encouraged to create a more interactive class environment. If you present any type of marketing case in a class (about 5 minutes), 3 extra credit points will be given. Considering the course schedule, up to 10 people will be allowed to volunteer for this case presentation. You can also upload interesting cases to the CARMEN discussion section (limit of one per month from January to March; total limit = 3 cases). Attendance will be checked a couple of times to benefit those students who regularly attend classes.

Important Notes:

1. ASSIGNMENT SUBMISSION

- Any written assignments must be handed in at the beginning of class on the day they are due. Please also submit the assignments to CARMEN drop box before the class time.
- Assignments handed in after they are due will receive a maximum of half-credit. The only exceptions are for documented emergencies. Assignments will not be accepted for credit more than one week after the initial due date under any circumstances.
- The first page of your group assignment should include the group#, names and email addresses of all group members (in alphabetical order).

2. TEAM PARTICIPATION

- Working in teams is a requirement in most organizations. Even entrepreneurs find that teamwork is essential to survive the early years. Please note that group work comprises 25 percent of your grade.
- You may form your own groups (a “form-your-group” sheet is due on **January 25th**).
- You are to contribute to the best of your ability to your team, and meet the expectations set forth in your group’s contractual agreement. At the conclusion of the group project students will be asked to fill out a peer evaluation form. Your group project grade will be weighted by your peer evaluation grade (for example, if your group project grade is 27/30 and your peer evaluation grade is 9/10, then your final grade for the group project will be 24.3/30).
- One way to organize your team is to establish responsibilities upfront, which you can agree to on the basis of your expertise or experience. In setting your group meetings, please try to accommodate those who live farther away or who work.
- On occasion, some groups can become dysfunctional. If group dynamics are negatively affecting your performance, please let me know as soon as possible.

3. CLASS ATTENDANCE

Attendance and participation are very important in creating a class environment that is both interesting and meaningful to the student. You should attend class regularly and be on time. Arriving late or leaving early is impolite and distracting to the instructor and the rest of the class. If you are unable to attend class on any occasion, you will be responsible for everything covered or announced in class on that day.

4. GRADE APPEAL POLICY

Grades on assignments are intended to reflect the overall quality of performance of the student(s). If you think your grade on an assignment does not reflect the quality of your performance, you may submit a clear, written explanation of your reasoning within one week following the return of your assignment or test. The written document need not be long but it must clearly identify the problem or issue of concern. I will consider such appeals carefully. There will be no grading appeals after the one-week deadline has expired.

Honor Code:

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's *Code of Student Conduct* and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's *Code of Student Conduct* and this syllabus may constitute "Academic Misconduct."

The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's *Code of Student Conduct* is never considered an "excuse" for academic misconduct, so I recommend that you review the *Code of Student Conduct*, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

Other sources of information on academic misconduct (integrity) to which you can refer include:

- The Committee on Academic Misconduct web pages (oaa.osu.edu/coam/home.html)
- *Ten Suggestions for Preserving Academic Integrity* (oaa.osu.edu/coam/ten-suggestions.html)
- *Eight Cardinal Rules of Academic Integrity* (www.northwestern.edu/uacc/8cards.html)

Disability Policy:

Students with disabilities or requiring special accommodations should work directly with The Ohio State University Office of Disability Services (ODS). ODS is located in 150 Pomerene Hall. The ODS phone number is (614) 292-3307.

Attendance Policy:

Fisher College of Business strongly enforces University attendance policies. As per University rule 3335-8-33, any student may be disenrolled from a course for failure to attend by the first Friday of the term, or by the 3rd instructional day of the term, or by the second class meeting, ***whichever occurs first.***

<http://trustees.osu.edu/rules/university-rules/rules8/ru8-22.html>

Course Schedule:

Session	Week	Date	Topic/Assignment	Reading	Due Date
1	1	1/11 M	Introduction, Syllabus, and Overview		
2	1	1/13 W	Understanding Consumer Behavior	Chapter 1	
3	1	1/15 F	Developing Information about Consumer Behavior	Chapter 1 Appendix	“Case Presentation” volunteer due
4	2	1/18 M	Martin Luther King Day - No Class		
5	2	1/20 W	Motivation, Ability, and Opportunity I	Chapter 2	
6	2	1/22 F	Motivation, Ability, and Opportunity II	Chapter 2	
7	3	1/25 M	Exposure, Attention, and Perception I	Chapter 3	“Form-your-group” sheet due
8	3	1/27 W	Exposure, Attention, and Perception II	Chapter 3	
9	3	1/29 F	Exposure, Attention, and Perception III	Chapter 3	
10	4	2/1 M	Group Project Day		
11	4	2/3 W	Memory I	Chapter 4	
12	4	2/5 F	Memory II	Chapter 4	
13	5	2/8 M	Categorization I	Chapter 4	Group project proposal due
14	5	2/10 W	Categorization II	Chapter 4	
15	5	2/12 F	Academic Journal Article Response *This will be a “digital” day – we will not have class, but you will be required to read an academic article and write a short response.	Read Articles on Carmen	

Session	Week	Date	Topic/Assignment	Reading	Due Date
16	6	2/15 M	Forming and Changing Attitudes I	Chapters 5&6	Journal article response due (for extra credit)
17	6	2/17 W	Forming and Changing Attitudes II	Chapters 5&6	
18	6	2/19 F	Forming and Changing Attitudes III	Chapters 5&6	
19	7	2/22 M	Forming and Changing Attitudes IV	Chapters 5&6	
20	7	2/24 W	Exam Review		
21	7	2/26 F	EXAM 1		
22	8	2/29 M	Decision Making I	Chapters 7-9	
23	8	3/2 W	Decision Making II	Chapters 7-9	
24	8	3/4 F	Decision Making III	Chapters 7-9	
25	9	3/7 M	Context Effects and Situational Influences on Decision Making	Read Articles on Carmen	
26	9	3/9 W	Heuristics and Biases in Judgment and Decision Making	Read Articles on Carmen	
27	9	3/11 F	Post-Decision Processes I	Chapter 10	
SPRING BREAK (NO CLASS ON 3/14, 3/16, OR 3/18)					
28	10	3/21 M	Post-Decision Processes II	Chapter 10	Consumer interview write-up due
29	10	3/23 W	<i>Discussion of your consumer interview 1</i>		
30	10	3/25 F	<i>Discussion of your consumer interview 2</i>		

Session	Week	Date	Topic/Assignment	Reading	Due Date
31	11	3/28 M	Exam Review		
32	11	3/30 W	EXAM 2		
33	11	4/1 F	Social Influences on Consumer Behavior	Chapter 11	
34	12	4/4 M	Social Influences on Consumer Behavior	Chapter 11	
35	12	4/6 W	Psychographics	Chapter 14	
36	12	4/8 F	Psychographics	Chapter 14	
37	13	4/11 M	Group Project Day		
38	13	4/13 W	Innovations	Chapter 15	
39	13	4/15 F	Innovations	Chapter 15	
40	14	4/18 M	Ethics	Chapter 17	Group project paper due
41	14	4/20 W	<i>Group Presentations 1</i>		
42	14	4/22 F	<i>Group Presentations 2</i>		
43	15	4/25 M	Exam Review		
44	15	4/27 W	EXAM 3		