



## UNIVERSITY OF NEW YORK IN PRAGUE

**Course:** MRK223 Consumer Behavior (6 ECTS credits/3 US credits)  
**Semester:** Fall 2023  
**Prerequisites:** Principles of Marketing  
**Instructor:**

### 1. Course Purpose

A survey of how consumers behave designed to present students with a broad view of strategy development and techniques of business. It also provides an introduction to the various types of consumer research.

The aim of the course is to help managers and future managers to understand the role of consumer behavior in the decision-making process within a marketing-oriented company. Students will understand the importance and purpose of each step of the process, will be able to describe the stages of NPD, and analyze the factors contributing to a product's success or failure. Students will learn the basic principles of CB, analyze case studies and participate in discussions. Finally, students will practice and put into practice focus groups for the purpose of testing consumer behavior.

### 2. Required Readings

Elizabeth Parsons: Contemporary Issues in Marketing and Consumer Behaviour. 2017. Taylor & Francis.

Andrew Smith: Consumer Behaviour and Analytics: Data Driven Decision Making. 2019. Taylor & Francis.

Roger Dooley: Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing. 2011. Wiley.

Martin Lindstrom: Buyology: Trues and Lies about Why We Buy. 2010. Crown Business.

Martin Lindstrom: Brandwashed: Tricks Companies Use to Manipulate our Minds and Persuade Us to Buy. 2011. Crown Business.

Paco Underhill: Why We Buy: The Science of Shopping--Updated and Revised for the Internet, the Global Consumer, and Beyond. 2008. Simon & Schuster.

Philip Kotler: Marketing Management, 2009. 13<sup>th</sup> Edition. Prentice-Hall, Inc.

Guy A. Hale: Managing for Innovation, R&D. Innovator. Volume 5, Number 10

Holman, R. The future of New Product Development, The McKinsey Quarterly 2003 Number 3

### 3. Additional Readings

N/A

### 4. Learning Outcomes

Upon completion of this course, the students should be able to understand:

- Product, product classifications, brand, brand decisions
- Customer needs and perceptions
- Creativity on the way to innovation, newness vs. modification

- Product failures
- Risks and analysis
- Decision taking, planning
- Key stages of the NPD process

## 5. Course Content

Week 1:	Course overview, who are consumers?
Week 2:	The NPD Process & Lifecycle.
Week 3:	Research Tools.
Week 4:	Research Techniques.
Week 5:	In class activity.
Week 6:	Preparation for Project.
Week 7:	Projects due. Oral Presentations take place.
Week 8:	Group Project assigned. Groups chosen.
Week 9:	Draft research plan.
Week 10:	Statistical analysis.
Week 11:	Interpretation of results.
Week 12:	Planning based on results.
Week 13:	Final Group Project prep.
Week 14:	Long term vs. short term strategy.
Week 15:	Group Assignment due. Oral Presentations.

## 6. Course Requirements and Grading

Homework	40%
Individual Project	25%
Oral Presentations	10%
<u>Group Project</u>	<u>25%</u>
Total	100%

### Homework (40%)

Students will complete a total of five homework assignments over the course of the semester. Each one requires research using academic or business sources in order to present an accurate picture of how things really work. Opinions should then be drawn from the facts and mechanisms you research. No late assignments accepted.

### Individual Project (25%)

An individual project requiring students to prepare research tools, carry out the research and to develop a plan for a new product or service based on said research. ***Be prepared to carry out this project while working on the group project.***

### Presentation (10%)

Students will present twice during the semester. Once for the individual project and once for the group project. Students will create a set of slides that illustrate their topic and then present them orally. Grading is based upon eye contact, stance, body language, speech, style, practice, quality of slides and overall effort.

### Group Project (25%)

A group project requiring students to prepare a research plan and to carry out that plan.

### Participation

All students are expected to participate in class. Expect your instructor to keep track of how often you contribute to class discussion (as a whole). Missing class can seriously affect your knowledge base! Make sure to put a name tag in front of you before each class so that the professor can see when you participate.

Class participation means “voluntarily speaking and taking part in the conversation/lecture for the purpose of sharing experiences/opinions & enriching the class experience.”

If you are unsure how to participate in class, please view this link which will give you concrete examples of what to do, and what not to do:

[http://findarticles.com/p/articles/mi\\_m0FCR/is\\_4\\_40/ai\\_n27094507/](http://findarticles.com/p/articles/mi_m0FCR/is_4_40/ai_n27094507/)

It is the student’s responsibility to keep up with course work, even when he or she has been absent. Students should note that while attendance at every class is not required, class time serves as the primary opportunity to participate. *Irregular attendance may therefore result in participation marks being deducted and furthermore may, affect your performance within your group.* Experience has shown, further, that regular attendance will significantly help your performance in the course.

### Grading Scale

Letter Grade	Percent (%)	Generally Accepted Meaning	Notes
A	95-100	Outstanding work	Credits awarded
A-	90-94		
B+	87-89	Good work, distinctly above the average	
B	83-86		
B-	80-82		
C+	77-79	Acceptable Work	
C	73-76		
C-	70-72		
D+	67-69	Work that is significantly below average	Credits awarded, but will NOT transfer to ESC (retake needed for ESC!)
D	63-66		
D-	60-62		
F	0-59	Work that does not meet the minimum standards for passing the course	Credits not awarded

## 7. Key UNYP Policies

### Attendance

It is your responsibility to show up to class on time. If you are late you will be marked as absent for that hour. **If you miss more than 12 (twelve) hours of class, for any reason, you will automatically fail the entire course. Pay strict attention to this. The class policy is standard UNYP policy.** In the event of illness or emergency, contact me IN ADVANCE to determine whether special arrangements are possible. If you are sick you must bring an official doctor’s note to the Registrar’s office on the fourth floor.

### Academic Honesty

- The University’s rules on academic dishonesty (e.g. cheating, plagiarism, submitting false information) will be strictly enforced. Please familiarize yourself with the STUDENT HONOUR CODE or ask your instructor for clarification.
- For examinations: copying from your neighbor, speaking to another student, using a phone or anything similar will result in you failing the test or quiz. On written papers properly

note your sources with academic citations. Cutting and pasting from the internet may be considered plagiarism. If you have questions about this, please consult the instructor.

- **YOU MAY NOT COPY AND PASTE ANYTHING OFF THE INTERNET, INCLUDING PHOTOS** (unless it is quoted, annotated and in your bibliography). I only accept original work.
- **Citations & Bibliographies – APA Standards:**
- Plagiarism often occurs unintentionally because students have not yet become accustomed to applying proper citation standards. Here are some guidelines to help you apply these important standards:
- Cite all sources used to prepare your analyses in the body of all of your assignments. Each and every idea that is not your own, whether quoted, paraphrased, or otherwise used to substantiate your analysis, should be accompanied by a reference.
- Always include a list of references or “bibliography”. *Citations* give credit to the original author and help the reader find the sources used. Submissions that do not appear to meet these citations standards will be penalized.

## 8. General Requirements

- Students are expected to attend each class session and participate in a positive way.
- Students are expected to come to class fully prepared to discuss homework readings and cases.
- The only students who may attend class online are those who are officially approved to attend through distance learning. No other students will be given credit for attending online. If you are attending on campus then you must physically attend in the classroom.
- Students are expected to turn in assignments before class begins on the day they are due (always before 9:00 am). **No assignments will be accepted late.**
- Students are expected to leave their mobile phones, beepers, pagers, etc. switched off.
- **Students may not use phones** for any reason in the classroom. This includes during breaks. If you want to use your phone – leave the classroom. Any student who uses a phone during class time will be asked to leave the class and marked absent for that day. Computers may be used in the classroom for taking notes or participating in in-class activities only. **Students may not use the internet for entertainment/communication** purposes in the classroom. Any student watching videos or using social media will be asked to leave the class for that day and be marked absent.
- In the event of illness or emergency, contact your instructor IN ADVANCE to determine whether special arrangements are possible. If you have a doctor’s note or other excused absence you have one week to make up any missed work. Nothing will be accepted after that.

## 9. European Credit Transfer and Accumulation System (ECTS)

The students that complete the course will receive 6 ECTS credits or 3 American credits. One ECTS credit corresponds to 25-30 hours of work. For comparison, 1 American credit hour equals approximately 2 ECTS credits.

For this course, students are expected to spend time in the following course-related activities:

Class Lectures and exams	45 hours
Reading class related material	50 hours
Exam preparations	25 hours
Team preparation	15 hours
<u>Final Project preparation</u>	<u>30 hours</u>
TOTAL	165 hours

## **10. Technology Expectations**

Assignments, excluding those that are carried out exclusively in class, must be word-processed. Students are assumed to be familiar with the use of internet and common Microsoft applications such as Word, Excel and PowerPoint.

Each assignment must be **spellchecked** and have the **grammar checked** by a native English speaker. Students are invited to use the UNYP Writing Lab.