

Course Last Updated 10/30/2024.



Consumer Behavior

Section I: Course Overview

Course Code: MKT310CDG

Subject Area(s): Marketing

Prerequisites: Prior to enrollment, this course requires you to have completed an introductory course in Marketing.

Language of Instruction: English

Total Contact Hours: 45

Credits: 3

Course Fees: none

Course Description

In this course students will learn why consumers behave the way they do, how environmental forces influence and shape our behavior, and the practical marketing implications of that behavior. Topics will include consumer behavior decision making and the effects that internal influences (motivation, perception, affect, personality, lifestyles, and values) and external influences (culture, family, social class, competition, group influences and social media) have in that decision making process.

Learning Objectives

Upon successful completion of this course, students are able to:

- Identify current theories and research from the behavioral sciences (e.g. psychology, sociology, economics) that help to understand consumer behavior.
- Discuss the relevance of consumer analysis for the design, implementation, and evaluation of marketing strategies.
- Relate consumer behavior concepts to real-world marketing problems.
- Analyze current trends in consumer behavior as they relate to the marketing of a real product or service

Section II: Instructor & Course Details

Instructor Details

Name: [See term syllabus]

Contact Information: [See term syllabus]

Term: [See term syllabus]

Course Day and Time: [For term syllabus, enter the day and meeting times of the course]

Office Hours: [By appointment, or specified in term syllabus]

Grading & Assessment

The instructor assesses students' mastery of course learning objectives by using the forms of assessment below. Each of these assessments is weighted toward the final grade. The Assessment Overview section provides further details for each.

Engagement - 10%

Field Study Assignments - 5%

Guest Speaker Assignment - 5%

Group Project Paper - 20%

Group Project Presentation - 20%

Midterm Exam - 20%

Final Exam - 20%

Assessment Overview

This section provides a brief description of each form of assessment listed above. Forms of assessment may be slightly modified in the term syllabus.

Engagement (10%): Students are expected to be engaged in class, to have read the [CEA CAPA Engagement Policy](#), and to understand the [Class Engagement Rubric](#) that outlines how engagement is graded.

Midterm & Final Exam (20% each): These are intended to assess your comprehension of the core concepts from the course, and will draw on lectures, assigned readings, and classroom discussions. The format includes a combination of matching terms with definitions, short answer, and essay questions. Students will have to explain the key terms and concepts and identify current theories and research from the behavioral sciences that help to understand consumer behavior. Unlike the experiential forms of assessment, there are clearly defined correct and incorrect answers, allowing assessment of the degree to which you have successfully mastered the essential content from the course.

Field Study Assignments & Guest Speaker Assignment (5% each): Both the field trip session and the guest speaker session aim to bring students closer to the practical side of the course, putting them in contact with relevant professionals in the sector. The assignments aim to evaluate the understanding of these experiential sessions and apply consumer behavior concepts to real-world

marketing problems. They will generally consist of questions and reflections related to what the professionals have explained.

Group Project (Paper 20% & Presentation 20%): The final group project is an essential part of the course, as it allows the student to apply all the main concepts explained to a real case. Students will develop a launch plan for a specific product with a priority focus on the analysis of the target audience. Students will analyze current trends to apply them to the marketing of a real product or service and will also discuss the relevance of consumer analysis in the design, implementation, and evaluation of their marketing strategies.

Active Learning

Experiential learning is an essential component of education abroad, and participation in field studies is a required part of coursework. In this course, students explore the city in which they are studying using a variety of methods. This provides the opportunity to gain nuance and perspective on the host context and course content, as well as to collect information and resources for assigned papers, projects, and presentations.

- Site Visit: to local business relevant to consumer behavior discussion
- Guest Lectures: relevant speaker from local industry

Readings and Resources

The below readings and resources are representative of what will be assigned as required in this course, but may vary slightly in the term syllabus.

All students are given access to the online library of the University of New Haven (UNH), accessible [here](#), and are expected to comply with [UNH Policies](#) regarding library usage.

Wherever possible, required readings are made accessible through the online library or Canvas. Students are responsible for obtaining all required readings.

Each course utilizes Canvas as its LMS. Students are expected to check Canvas regularly for updates and deadlines. Canvas is also the primary platform for contacting your instructor in case of questions or concerns about the course.

Required

Solomon, Michael (2020). *Consumer Behavior: Buying, Having, Being: 13th Edition*. Pearson Education.

SELECTED READING(S): The selected readings for this course are listed below. You will not need to purchase these readings; the instructor will provide these selected readings to you in class (either in paper or electronic format).

Business Cases:

- “Gucci: Staying Relevant in Luxury over a Century”, Singapore Management University (2021).
- “Chase Sapphire: Creating a Millennial Cult Brand”, Harvard Business Press (2017).
- “Planters Nuts”, Harvard Business Press (2015).
- “ElBulli: The Taste of Innovation”, Harvard Business Press (2008).
- “Dove: Evolution of a Brand”, Harvard Business Press (2007).
- “Propecia: Helping Make Hair Loss History”, Harvard Business Press (2006).
- “RKS Guitars”, Harvard Business Press (2007).

Articles:

- “Your Messaging to Older Audiences Is Outdated”, Harvard Business Press (2021).
- “Why You Should Allow Returns on Customized Products”, Harvard Business Press (2022).
- “Why do boycotts sometimes increase sales? Consumer activism in the age of political polarization”, Harvard Business Press (2021).
- “The elements of value”, Harvard Business Press (2017).
- “Let Your Customers Segment Themselves by What They're Willing to Pay”, Harvard Business Press (2015).
- “Competing on Customer Journeys”, Harvard Business Press (2015).
- “The Power of Consumer Stories in Digital Marketing”, Harvard Business Press (2017).
- “Men Buy More from Manly Men”, Harvard Business Press (2019).
- “Marketing in an Unpredictable World”, Harvard Business Press (2006).

Recommended

The recommended reading(s) and/or text(s) for this course are below. These recommended readings are not mandatory, but they will assist you with research and understanding course content.

Core Curriculum Articles:

- “Marketing Reading: Consumer Behavior and the Buying Process”. Harvard Business School Press (2014).
- “Marketing Reading: Segmentation and Targeting”. Harvard Business School Press (2014).

Journals:

- Journal of Consumer Behavior
- Journal of Consumer Research
- Journal of Consumer Psychology
- Journal of Marketing
- Journal of Marketing Research

Course Calendar

Session 1	
Topics	Course Introduction: Review Syllabus, Classroom Policies Introduction to Consumer Behavior
Activity	Course Overview Lecture and open debate Discussion: Article: Your Messaging to Older Audiences Is Outdated
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Salomon (2020). Ch: 1. Assignments: <ul style="list-style-type: none"> • Article study & questions

Session 2	
Topics	Consumer and Social Well-Being
Activity	Lecture and open debate In class activity: CASE: Gucci: Staying Relevant in Luxury over a Century.
Readings & Assignments	Reading: <ul style="list-style-type: none"> • Salomon (2020). Ch: 2. Assignments: <ul style="list-style-type: none"> • Case study & questions

Session 3	
Topics	Perception
Activity	Lecture and open debate In class activity: CASE: Chase Sapphire.
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Salomon (2020). Ch: 3. Assignments: <ul style="list-style-type: none"> • Case study & questions

Session 4	
Topics	Learning and Memory
Activity	Lecture and open debate In class activity: CASE: EIBulli: The Taste of Innovation Discussion: Article: The elements of value.
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Salomon (2020). Ch: 4. Assignments: <ul style="list-style-type: none"> • Case and article study & questions

Session 5	
Topics	Motivation and Affect
Activity	Lecture and open debate In class activity: CASE: Dove: Evolution of a Brand
Readings & Assignments	Reading: <ul style="list-style-type: none"> • Salomon (2020). Ch: 5. Assignments: <ul style="list-style-type: none"> • Case study & questions

Session 6	
Topics	Guest Speaker The Self and Gender Identity
Activity	Lecture and open debate In class activity: Article: Let Your Customers Segment Themselves by What They're Willing to Pay
Readings & Assignments	Reading: <ul style="list-style-type: none"> • Salomon (2020). Ch: 6. Assignments: <ul style="list-style-type: none"> • Article study & questions

Session 7	
Topics	Personality, Lifestyles, and Values
Activity	Lecture and open debate In class activity: CASE: Propecia: Helping Make Hair Loss History. Discussion: Article: Competing on Customer Journeys
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Salomon (2020). Ch: 7. Assignments: <ul style="list-style-type: none"> • Case and article study & questions

Session 8	
Topics	Review for the Midterm Exam
Activity	Bring questions for our in-class review session
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Review all readings. Assignments: <ul style="list-style-type: none"> • Review all notes and assignments.

Session 8	
Midterm Exam	

Session 9	
Topics	Attitudes and Persuasive Communications
Activity	Lecture and open debate In class activity: CASE: RKS Guitars.
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Salomon (2020). Ch: 8. Assignments: <ul style="list-style-type: none"> • Case study & questions

Session 10	
Topics	Decision Making
Activity	Lecture and open debate Discussion: Article: The Power of Consumer Stories in Digital Marketing
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Salomon (2020). Ch: 9. Assignments: <ul style="list-style-type: none"> • Article study & questions

Session 11	
Topics	Buying, Using, and Disposing
Activity	Lecture and open debate In class activity: CASE: Planters Nuts.
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Salomon (2020). Ch: 10. Assignments: <ul style="list-style-type: none"> • Case study & questions

Session 12	
Topics	Field Trip
Activity	Activity: Understand how the company adapts its products depending on the trends discovered through regular consumer analysis.
Readings & Assignments	Assignments: <ul style="list-style-type: none"> • Students will be asked questions related to the visit.

Session 13	
Topics	Group Influences and Social Media Income and Social Class
Activity	Lecture and open debate Discussion: Article: Men Buy More from Manly Men.
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Salomon (2020). Ch: 11,12. Assignments: <ul style="list-style-type: none"> • Article study & questions

Session 14	
Topics	Subcultures Culture
Activity	Lecture and open debate Discussion: Article: Marketing in an Unpredictable World.
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Salomon (2020). Ch: 13, 14.

Session 15	
Topics	Review for the Final Exam
Activity	Bring questions for our in-class review
Readings & Assignments	Reading: <ul style="list-style-type: none"> • Review all readings. Assignments: <ul style="list-style-type: none"> • Review all notes and assignments.

Session 15	
Final Exam	

Section III: Academic Policies and Standards

Academic Policies

Students are expected to review and understand all CEA CAPA student policies, including our [Academic Policies](#) and [Engagement Policy](#). CEA CAPA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. Additional requirements that may be associated with a specific course or program are addressed in the term syllabus.

Student Learning & Development Objectives

CEA CAPA has identified [Student Learning and Development Objectives \(SLDOs\)](#) for all programs in all locations: content in context, navigating differences, power and equity, critical thinking and intellectual curiosity, career and professional development, and sustainability and migration. These are meta-level learning objectives that transcend coursework and are infused across all elements of program delivery, beyond specifics of course offerings, addressing student learning holistically and framing it a larger learning context.