
CONSUMER BEHAVIOR in Spring 2019 (BA3044)

Course Code	BA3044	Professor(s)	Evelyn Odonkor
Prerequisites	None	Office Number	G2A04
Class Schedule	TF: 12:10-13:30 in G-L21	Office Hours	By appointment
Credits	4	Email	eodonkor@aup.edu
Semester	Spring 2019	Office Tel. Ext.	833

Course Description

Consumer behavior is a discipline that looks at why people buy the things they do. This marketing discipline applies knowledge from areas such as psychology, sociology, anthropology, and economics to describe and understand how consumers are likely to behave. It attempts to understand the consumption activities of individuals as opposed to markets.

Knowledge of consumer behavior principles allows marketers and other managers to become more effective at making good decisions. They can better predict consumer actions, determine the needs of target markets, and understand how consumers perceive and understand marketing information. An understanding of consumer behavior may also assist individuals in understanding their own buying decisions.

CORE THEMES:

We attempt to understand:

? The various kinds of decision models used by consumers

- The impact of purchase involvement on consumer decision making.
- How research and consumer behavior is used in market analysis.
- The influence of culture on consumer behavior.
- The role of demographics in influencing consumer behavior?
- The importance of perception in the development of retail strategy, brand names, logos, media strategy, advertising and package design.
- How learning and memory theories can assist in developing product positioning strategies.
- Understand the nature of personality, motivation and emotion and the role they play in the consumption process.
- How values, attitudes and lifestyles are used to segment markets.

Course Learning Outcomes

Be familiar with key theories, concepts and issues in consumer behavior

Understand the important role of psychology, sociology and anthropology in the study of marketing.

Understand the influence of culture on perception and the consequences on consumer behavior.

Understand why and how marketing should adapt to its environment.

Acquire effective critical thinking skills and be able to apply them to complex international issues.

Be able to dissect, analyze and apply theories and concepts to various issues in Consumer Behavior.

Develop culturally sensitive awareness of marketing issues.

Be able to facilitate meaningful group discussions on marketing and other related topics.

General Education

- Understand the influence of culture on perception and the consequences on consumer behavior.

- Acquire effective critical thinking skills and be able to apply them to complex international issues.

Course Outline

Course Schedule	Course Session	Topic	Read & Prepare Before Class
	Tuesday, Jan. 22	Introduction	Read: • Rethinking Marketing

G–L22		• Rethinking the 4Ps • Marketing in The Age of Alexa
Friday Jan. 25 G–L22	Introduction	Watch Century of the Self Century 1 & 2 • Happiness Machine • The Engineering of Consent https://youtu.be/eJ3RzGoQC4s
Tuesday, Jan. 29 G–L22	Consumer & Social Well Being & Creating the Desired Consumer	Read: • Chapters 1 (text book) Watch Century of the Self Century 3 & 4 • There is a Policeman Inside All Our Heads... • Eight People Sipping Wine in Kettering https://youtu.be/eJ3RzGoQC4s
Friday, Feb. 1 G–L22	2 Presentations: Century of the Self	Read: • Chapters 2 (text book)
Tuesday, Feb. 5	Perception	Read • Chapter 3 (text book)
Friday Feb. 8	Perception	Read • Why You Aren't Buying Venezuelan Chocolate • Watch: How to Build a Brand Like Corona https://www.youtube.com/watch?v=50jQhAO6-

Tuesday, Feb. 12 Absent	No Class Final Project Literature Review due. Look on Page 6 of this syllabus for an explanation of a literature review.	Assignment: Take the VALS survey at http://www.strategicbusinessinsights.com/vals/pres See instructions on page 5. Submit your results and ex Blackboard. Final Project Literature Review due.
Friday, Feb. 15	Learning and Memory	Read: · Chapter 4 (text book)
Tuesday, Feb. 19 Lab	Motivation and Affect	Read: • Chapter 5 (text book) • To Keep Your Customers Keep It Simple • Better Customer Insights in Real Time.
Friday Feb. 22 Lab	Exam 1 (review all we've covered since the 1st day of class and the as work for last Friday, February 15)	
Friday, Mar. 1 G–L22	The Self	Read: · Chapter 6 (text book) · Why Your Customers Identities Matter · Why Self Image Matters in B2B Sales Due: Questionnaires (Quantitative and Qualitative) due Blackboard by 8:45am and bring a printed copy to clas
Tuesday,	Personality	Read:

Mar 19 G-L22	Presentation: Research Project: Softening & Polishing the Male Market.	· Chapter 7 (text book) Research: Softening & Polishing the Male Market. Research: Achieving Slimness
Friday, Mar. 22 G-L22	Lifestyles & Values	Read: • Chapter 7 (Text book) The Elements of Value
Tuesday, Mar 26 Lab	Personality and Lifestyles	Read: • Read: How Certainty Transforms Persuasion • Luxury Branding Below the Radar
Friday, Mar. 29	Attitude, Attitude Change & Interactive Communicatio n	Read: · Chapter 8 (Text book) • The New Science of Customer Emotions • Neuromarketing: What You Need to Know
Tuesday, Apr. 2	Attitude, Attitude Change & Interactive Communicatio n	Read: · Smarter Information, Smarter Consumers · Men Buy More from Manly Men
Friday, Apr. 5 Lab	Exam 2	Review all that we've covered starting February 19 (le assigned articles and chapters)
Tuesday, Apr. 9 G-L22	Decision Making	Read: • Chapters 9(text book) • Research: If You Position Your Product as a S More Likely to Buy Them All
Friday	Decision Making	Read:

	Apr. 12		• Don't Let Big Data Bury Your Brand • Rethinking Big Data to Give Consumers More
	Tuesday, April 16	Groups and Social Media	Read: • Chapters 11 (text book) • Why Strategy is Key for Successful Social Med • What's The Value of a Like COMPLETED QUESTIONNAIRES FOR FINAL PROJ
	Friday, Apr. 19	Income & Social Class	Read: • Chapters 12 (text book)
	Tuesday, April 23	Subcultures	Read: • Chapter 13 (Text book)
	Friday, April 26	Cultures	Read: • Chapter 14 (Text book)
	Tuesday, Apr. 30	Cultures	
	Friday, May 3 Lab	Final Projects Due Presentation	Final Projects
	Tuesday, May 7	Presentation	
	Final Exam		Review and master all the information provided in the and lectures since exam 2.

Textbooks

Title	Author	Publisher	ISBN	Required
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Consumer Behavior, 12th Global Edition	Michael Solomon Pearson	9781292153100	Yes
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Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Student Performance will be evaluated based on the following factors:

Participation score: will be based on attendance and participation in class discussions and in-class activities. This score is based on the quality of the students' contribution not the quantity of it. High scores will be awarded to students who consistently demonstrate that they have read (or watched) and thought through the required assigned materials.

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- Attendance: this is not simply a matter of being present, but also involves arriving on time and being prepared for each course session. Please bring the assigned reading materials including printouts of the cases to be discussed to class.
 - Course Discussions: Various activities, full class and small group discussions are an essential part of the learning experience in this course. Actively participating in these exercises by providing input and feedback to other students and by listening when other students are speaking will enhance your learning.

Exams and Assignments

- **Exams:** There will be three exams during the semester, each worth 15% of the final grade. Each will cover all the readings, lectures, videos and class discussions (during a specific period) and in multiple choice and/or short answer format.
- **Assignments:** These must be submitted on Blackboard before the course commences on the due date.

Course Evaluation

Participation.....15%

Exams (3)..... 45%

Presentations (2)20%

Final Project.....20%

Other
