
CONSUMER BEHAVIOR in Spring 2021 (BA3044)

Course Code	BA3044	Professor(s)	Evelyn Odonkor
Prerequisites	None	Office Number	G2A04
Class Schedule	F: 16:55-18:15 in Q-A101 T: 12:10-13:30 in Q-A101	Office Hours	By appointment
Credits	4	Email	eodonkor@aup.edu
Semester	Spring 2021	Office Tel. Ext.	642

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.

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- How values, attitudes and lifestyles are used to segment markets.

Course Learning Outcomes

Demonstrate an understanding of key concepts and theories in consumer behavior and apply them to various marketing issues.

Demonstrate an understanding of the important role of psychology, sociology and anthropology in the study of marketing.

Demonstrate an understanding of the influence of culture on perception and the consequences on consumer behavior.

Develop an understanding of why and how marketing should adapt to its environment.

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

General Education

This course does not fulfill General Education requirements.

Course Outline

Course Session	Topic	Read & Prepare Before Class
January 19	Introduction	Read: • 3 Behavioral trends that will reshape our world • In a pandemic, we buy what we know • Could GenZ consumer behavior make a difference?
January 22	Introduction	Watch Century of the Self Century 1 & 2 • Happiness Machine • The Engineering of Consent https://youtu.be/eJ3RzGoQC4s

		<i>When viewing this documentary, pay close attention to the personalities (Bernay's, Freud, Dietrich...) their actions. How did the various personalities tried to resolve and handle the situation? What is important are the issues, tactics to resolve them.</i>
January 26	Introduction to Consumer Behavior	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 2 Presentations: Century of the Self 1 & 2
January 29	Consumer & Social Well Being	Read: • Chapters 2 (text book) Final project topics (countries) due 2 Presentations: Century of the Self 3 & 4
February 2 (Tuesday)	Perception	Read • Chapter 3 (text book)
February 5	The Provenance Paradox	Read • Why You Aren't Buying Venezuelan Chocolate • Watch: How to Build a Brand Like Corona • https://www.youtube.com/watch?v=50j0v8p8o
February 12 Friday	Perception	
February 16	Learning and Memory	Read: • Chapter 4 (text book)
February 19	Motivation and Affect	Read:

Friday		• Chapter 5 (text book) • Better Customer Insights in Real Time. Final Project Literature Review due. Look on of a literature review. You may not change your topic after today.
February 23	Exam 1	Exam 1: Review and master all the information documentary and lectures since the 1st day of multiple choice.
March 2		Read: • Chapter 6 (textbook) Assignment: Take the VALS survey at http://www.strategicbusinessinsights.com/v See instructions on page 5. Submit your results
March 5	The Self	Read: • Why Your Customers Identities Matter
March 9	The Self	Read: • As stores reopen, which customers are
March 12	Personality	Read: • Chapter 7 (textbook)
March 16	Lifestyles & Values	Read: • Chapter 7 (Text book) • The Elements of Value
March 19 Friday	Lifestyles & Values	Read: • Read: How Certainty Transforms Persu

March 23	Attitude, Attitude Change & Interactive Communication	Read: • Chapter 8 (Text book) • Marketing Meets Mission • Neuromarketing: What You Need to Know
March 26	Attitude, Attitude Change & Interactive Communication	Read: • Smarter Information, Smarter Consumer
March 30 Exam 2	Exam 2	• Exam 2: Review and master all the info readings, the documentary and lectures form of multiple choice.
April 2 Friday	Decision Making	Read: • Chapters 9(text book) • To Keep Your Customers Keep It Simple
April 6	Decision Making	Read: • Marketing Reading: Consumer Behavior • Adapt Your Business to the New Reality
April 9	Groups and Social Media	Read: • Chapters 11 (text book) • Why Strategy is Key for Successful Social Media • What's The Value of a Like <i>Completed questionnaires for final projects due</i>
April 13	Income & Social Class	Read: • Chapters 12 (textbook)
April 16	Cultures and Subcultures	Read: • Chapter 13 (Textbook)
April 20	Cultures and Subcultures	Read: Chapter 14 (Textbook)
April 23		Catch up
April 27 Tuesday	Final Projects Due Presentation	Final Projects Due: Written, oral and video.

May ??

Exam 3: Review and master all the information from the documentary and lectures since exam 2. The e

Textbooks

Title	Author	Publisher	ISBN	Required
Consumer Behavior: Buying, Having, and Being, Global Edition 13e	Michael Solomon	Pearson	9781292153100	Yes

Attendance Policy

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.

Covid-19 temporary amendments:

Students studying at The American University of Paris are still expected to attend ALL scheduled classes. Due to the Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances apply. For example, when students are placed under quarantine by the French authorities or by their doctor, or when students present symptoms of Covid-19 and are directed, by their doctor or the AUP Health Office, to remain home. It is still the student's responsibility to be aware of any specific attendance policy that their professor might have set in the course syllabus. In particular, Students attending remotely from distant Time Zones should check with their professors about the specific attendance policy for remote learners.

Grading Policy

Presence during all exams is mandatory. There will be no make-up exams or course work in this class.

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.

- **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

Presentations (2) & Participation (including homework).....	30%
Exams (3).....	45%
Final Project.....	25%

Other

Presence during all exams is mandatory. There will be no make-up exams or course work in this class.

Please look on blackboard for detailed description and instructions for all assignments