Instructor: Dr. Angela Hausman  
Office:  
Telephone:  
Email: angie@mktmaven.com  
Office Hours: MW 6-7  
Class : MW 4:45-6; 221 Funger Hall  
Additional hours available by appointment


**Course Objectives:**

- To familiarize students with important concepts of consumer behavior, such as group and individual decision making, attitude formation, the effect of influences from the external and internal environment on overt behavior and cultural differences in consumer behavior.

- Learn how consumer behavior affects the decisions you make about your own consumption.

- Learn how qualitative and quantitative research helps marketing managers make strategic decisions about marketing products and services.

- To stimulate future interest in the area of consumer behavior and make students better consumers.

- To give students a tool kit they can offer future employers, including such skills as:
  - Clear and concise business writing and oral presentation
  - Critical thinking
  - Understanding of consumer research
  - Computer skills, such as word processing and powerpoint

**Strategies for Accomplishing Course Objectives**

I believe students are responsible for their own learning and I will facilitate that learning process through a number of in-class and out-of-class assignments. I believe this is the
most appropriate way for students to gain an understanding (as opposed to memorization) of the material. I will make minimal use of traditional lecture type classes, so if you do not understand the material read, you need to come to class prepared with specific questions. This philosophy requires students to come to class prepared to discuss the assigned chapter material and complete assignments on time. This makes class attendance imperative and students should make every effort to attend every class session and arrive on time.

As a practitioner, I bring outside perspectives into the classroom to supplement the text.

**Attendance**

I feel it’s important to attend class, but you’re all adults. If you feel class attendance isn’t important for your success in the course, so be it. However, you must recognize that I can’t use office hours to tutor you, should you decide not to attend class.

**Projects**

We use a series of projects to develop appropriate business skills, as mentioned earlier. Each student is responsible for completing the assignments by the due date. I encourage you to visit during office hours to discuss your project and I’m happy to critique assignments handed in prior to the due date, thus giving students an opportunity to make adjustments to the final copy prior to grading. You may also submit a draft of the project at least 2 week before the due date to receive such feedback. You may submit a draft as many times as needed to achieve desired results. The goal is to prepare you for your future career. Thus, the student is in charge of the grade received on the project.

More information will be handed out during the course regarding assignments and most of the assignments will take only a short time to complete. However, there is one assignment you should begin immediately – the reflective log. This log should contain weekly thoughts about your personal buying and consumption behavior. You should plan to make 2-3 entries into the log per week. You may wish to include reflections on your decision making process prior to purchasing a product, what you feel motivated you to buy particular products, how you felt shopping for a particular item, where you shopped, who you shopped with, the circumstances surrounding the trip (was it a short trip to buy a specific item or part of a more leisurely shopping day), etc. You should also discuss how you use the objects you buy, with whom you consume them, situations surrounding their consumption, etc. Especially concentrate on holidays and family gatherings. This assignment will be judged on several criteria including:

50 % use of text and discussion material to understand or interpret your buying behavior. Failure to mention SPECIFIC theories contained in the chapters will result a failing grade for this assignment. You must show how you used
decision making theories, learning theories, and attitudinal theories in product preference and show the role of outside influences, ie media, friends, etc. in making decisions.

25 % evidence that you have thoroughly engaged in introspection to develop an in-depth understanding of your consumption behavior, and

25 % evidence that you made a sincere effort to keep up the journal throughout the semester.

This is an INDIVIDUAL project.

Team project

As a practitioner, I can not emphasize the importance of analytics, however, I recognize that students often avoid them. So, you have several options for completing the team project in a group of 3-4 students -- you choose your own team. Please see me by the Wed after Labor Day is you’re not in a team or need more members for your team.

Here are the team project options:

**Option 1: Online Behavior (preferred)** - use Google Analytics sample data to construct a behavioral analysis of site visits. You can see more about the types of analysis you should complete here:
https://support.google.com/analytics/answer/2519986?hl=en
And here’s another article on Google Analytics behavioral data:
http://online-behavior.com/analytics/understanding-customers

Your report should include data on demographics and lifestyles (broken up by channel), behavioral funnel data (by channel, by device, and by geography). You should use this data to make recommendations to the Director of Marketing for optimizing messaging and campaigns.

**Option 2: Brand Personality** - not only do people have personalities, but brands do, as well. Your assignment is to take a large national brand, gather messages across online, social, and offline media to attribute a brand personality to that brand.

Here’s an article I wrote on brand personality.

https://www.hausmanmarketingletter.com/the-right-brand-personality/

Your report should include the chosen brand, examples of message across multiple media, brand personality based on these messages, fit of brand personality with assumptive target market, the product, and other products in the same line. Finally,
make recommendations to the CMO regarding any changes that would improve the brand’s personality.

Option 3: User personality - using Facebook, Instagram, and, to a lesser extent Twitter leaves a digital footprint. Every like, share, Tweet, upload, status update yields clues to a user’s personality. Here’s an article I wrote on user personality:

https://www.hausmanmarketingletter.com/he-has-a-great-personality-using-digital-footprints-to-segment-markets/

Your report should contain an evaluation of the brand personality for 3 Facebook connections (for each student). Please hide any personal information about that user in your report. However, please analyze their personality and presumptive decision-making style based on available information from their newsfeed, about, and friends (to the extent possible, you should investigate some friends they appear to interact with frequently). Now, check them out on other social networks, especially Twitter and Instagram. Do these networks flesh out your understanding of their personality more. End the report with recommendations for a real or fictitious brand that wants to target these consumers based on your understanding of their personality.

Grading

<table>
<thead>
<tr>
<th>Reflective Log</th>
<th>45 %</th>
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<tbody>
<tr>
<td>Research Project</td>
<td>45 %</td>
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<tr>
<td>In class assignments</td>
<td>10%</td>
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A = 90 – 100  
B = 80 – 89  
C = 70 – 79  
D = 60 – 69  
F = Below 60

Incomplete grades will be given at my discretion and under the most extraordinary circumstances, such as a death in the student’s immediate family or grave illness of the student near the end of the semester. It is the student’s responsibility to initiate requests for incomplete grades and arrange for completion of the course. Students are also responsible for initiating a withdrawal from the course. Determination of whether to assign a WP or WF will be based on grades received for all assignments due by the date of withdrawal.

Cheating is a very serious matter and will not be tolerated. Examples of cheating are citing another’s work without proper credit, turning in the work of another, or
stealing the work of another student. Specifically, falsifying data is a serious offense. Students will be required to supply telephone numbers for follow-up on all surveys. Students caught cheating will be dismissed from the class and receive an F.

All students have the right to reasonable accommodations for certified disabilities. If you require some type of accommodation, please see me after the first class.
<table>
<thead>
<tr>
<th>Week of</th>
<th>Chapter(s)</th>
<th>Topic</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Introduction to Consumer Behavior and consumer research; discuss assignments</td>
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<tr>
<td>2</td>
<td>7</td>
<td>Personality, Lifestyles and Values</td>
<td>Groups and Option#</td>
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<td>11</td>
<td>Groups and Social Media</td>
<td>Consumer in social networks</td>
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<td>4</td>
<td>9</td>
<td>Decision making</td>
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<td>Perception and Motivation/ Affect</td>
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<td>4</td>
<td>Learning</td>
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<td>7</td>
<td>8</td>
<td>Attitudes and Persuasive communication</td>
<td>Ad review</td>
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<tr>
<td>8</td>
<td>6</td>
<td>The Self: Mind, Gender, Body</td>
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<tr>
<td>9</td>
<td>10</td>
<td>Buying, using, disposing</td>
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<td>10</td>
<td>12</td>
<td>Income and Social Class</td>
<td>Journal Due</td>
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<td>11</td>
<td>13</td>
<td>Subcultures of consumption</td>
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<td>12</td>
<td>14</td>
<td>Culture</td>
<td>Project Due</td>
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<td>13</td>
<td>2</td>
<td>Consumer and Social Well-Being</td>
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