Department of Marketing

Consumer Behavior: MKTG 3142
(Open for Undergraduate Students Only)
Professor: S. Hassan
Class meets on Tuesday & Thursday
Classroom & Time: Duques 258 (12:45 - 2:00)
Office Hours: 2:30-4:00 pm on Tuesdays & By Appointment

REQUIRED TEXTBOOK


RECOMMENDED REGULAR READINGS


COURSE DESCRIPTION

Social, cultural, and psychological factors influencing the behavior of consumers. Models of buyer behavior, consumption patterns, market segmentation, attitude formation and change, brand loyalty, adoption of innovations, and store choice decisions. Marketing management and public policy implications of consumer research.

COURSE FOCUS

Provide students with a framework—the buyer decision process model— to analyze how and why products and services are purchased and used. A review and synthesis of behavioral sciences applied to understanding individual, family, and organizational decision processes. Emphasis will be placed on the impact of consumer decisions on the marketing strategies of business and public organizations. This course will focus on consumer marketing applications in high-tech and services industries and on a global scale.
REQUIRED STUDENT CARD

All students need to provide a (small) photo and one-page profile card by second class meeting that includes: name, degree program, semester/year to graduate, work experience, expected course learning objectives, career plans, interests and travel experience.

LOGISTICS

We will be using blackboard in this course. I will be posting there all files related to the course, and students are encouraged to use it for their group communications. To access Blackboard:
2. Enter your username and password (the one you use for your GW e-mail)
3. Click on “MKTG 3142: Consumer Behavior”

COURSE OBJECTIVES

1. To understand how and why people buy and use products, services, and innovations;
2. To understand how to conduct research that will answer questions about why people buy;
3. To understand how to develop marketing programs that will maximize customer satisfaction;
4. To understand the dynamics of consumer marketing in a digital/social economy.

TEACHING METHODOLOGY

Applied learning is a major part of this course. This learning approach will focus on consumer behavior and the influence of social media. This approach will help you develop expertise in applying Consumer Behavior theory to research and analysis of market behavior issues. It should be noted that this applied learning approach places greater emphasis on the student mastering of foundation theories of consumer behavior for real-world applications than more traditional learning approaches.

The goal of this applied learning experience is to illustrate important concepts in memorable ways. Consequently, course material will be integrated in projects to illustrate the applications of consumer behavior, and to provide hands-on research, analysis, and planning experiences.

EXPECTATIONS

Since the instructor utilizes an applied learning approach in teaching, students should expect to be focused on self-learning based on textbook readings & analysis of case studies. Because of the nature of the subject, some students may perceive the material to be simply the application of “common sense,” and thus be lured into a false sense of security. Effective decision-making in
marketing requires rigorous logical analysis of assumptions, facts, and alternatives; therefore, skillful decision-making can only be developed through applied learning (e.g., repeated practice). Often, students tend to equate opinion with logically developed solutions. Students are advised to think through the implications of their position in advance of completing the assignments.

ASSIGNMENTS

Students will be expected to read the assigned chapters and prepare assignments as required below. All assignments are to be delivered to the professor on the due date as noted below. Late submissions will not be accepted. All submissions must be professionally executed. Student name, ID number, and Assignment Title should be indicated at the upper right hand corner of the first page. The final project report will be submitted in MS Word format and presentation slides in PPT format.

All submitted assignments must be originally developed by the student for the sole purpose of this course and students must observe the GW Code of Academic Integrity.
http://www.gwu.edu/~ntegrity/code.html

POLICY ON INCOMPLETE GRADES

To allow an extension of time to complete the course requirements, is, or can be construed to be, unfair to the remainder of the students who complete their work on time. Accordingly the grade of "I" will be awarded only in those cases that are judged by the instructor as factors beyond the student's control. In such cases, students who have successfully completed a substantial amount of their coursework will be given a due date to complete the uncompleted portions of their work. Papers submitted beyond the revised due date will be automatically penalized an initial 10%, and an additional 10% for each additional delinquency.

GRADING

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<tr>
<th>ASSIGNMENTS</th>
<th>GRADE</th>
<th>DUE DATE</th>
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<tr>
<td>Class Participation</td>
<td>10%</td>
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<tr>
<td>Midterm Exam</td>
<td>30%</td>
<td>March 17</td>
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<tr>
<td>Case Study Project Presentation &amp; Report (written)</td>
<td>30%</td>
<td>March 31- April 9</td>
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<tr>
<td>Social Media Written Report &amp; Presentation</td>
<td>30%</td>
<td>April 13- April 24</td>
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<td><strong>Total</strong></td>
<td>100%</td>
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* If necessary, I will give unannounced quizzes to provide the extra motivation to keep up with the readings.
** The instructor reserves the right to disregard submissions that are irresponsible & don't meet professional standards.
*** All GWSB professors have access to software called “Safe Assign.” If I suspect that part(s) of a written assignment or exam include sentences, paragraphs, images, tables, and figures that have been copied from another published source without proper referencing/citations. I will send them through the Safe Assign software, which will return the assignment within minutes with the parts highlighted that have been copied plus the actual internet location source. “Safe Assign” is important software that helps professors verify the authenticity of student's work. Please, for the project and any other projects related to this course, you and your team must avoid over referencing of materials without proper citations.
Midterm Exam

Students will be required to submit detailed answers responding to a list of short essay questions (see sample questions below):

- Discuss the concept of Consumer Decision-Making Process. Illustrate your answer with examples.
- What are the parameters involved in creating brand equity? How would you measure customer-based brand equity?

(Most of the questions to this exam will be based on lecture notes, book readings, and cases)

This exam will be guided by the GW Code of Academic Integrity: http://www.gwu.edu/~ntegrity/code.html

CASE ANALYSIS PROJECT

The final project of this course will give students the opportunity to perform an analysis of a major case study that requires the submission of a research paper and presentation. This project will give each team of students the opportunity to work together on developing and writing an analysis of a case study.

Objectives:

The case analysis project is being utilized in this course as an applied learning tool to help students in practicing problem identification in order to gain familiarity with managerial decisions related to marketing and consumer behavior issues facing a given organization. As a learning tool, this approach will help in building up key qualitative skills necessary for analyzing critical marketing problems.

Guidelines:

You & your team will be required to analyze & submit a written report on a major case study (see Appendix on case analysis guidelines)

Case Presentations:

Each team presentation will be managed in the atmosphere of a board meeting. Your presentation should have clear structure with an opener, company/industry background, problem development/definition, options, and conclusion. At the end of the presentation each student team must submit a case study analysis report (12 typewritten pages/double-spaced), PPT slides and other supporting materials.
SOCIAL MEDIA REPORT

This project offers students the opportunity to analyze the influence of social/digital media on consumer behavior. Major initiatives & strategies on social media and the integration of non-traditional media into corporate campaigns are gaining momentum and considered central to marketing activities and business strategies in the corporate world as well as the government sector. You and your team are encouraged to enrich your learning experience by visiting social media sites, media agencies, and leading e-government sites. Each student team is required to develop a detailed analysis that reflects on the industry of their choice as part of their research report & presentation.

This analysis will contain two sections related to: a) market observations and b) insightful analysis that reflects on corporate practices in their particular industry sector. For example, the first part of this project will report and document observations (business practices, social media trends, consumer buying behavior, etc.). In the second part, the student will provide insightful analysis that pertains to these observations in the form of comparative analysis within a given industry, comparing types of brands, and social media trends of marketplace. This project report could focus on a single industry sector (i.e. retailing, government services, and banking) or relate it to particular companies in order to drive out recommendations and conclusions. Social media and the integration of non-traditional media are having a far greater influence on consumer behavior than advertising. As such, students are required to consider the topic holistically and recommend the best fitting opportunities for social media campaigns either within an industry sector or for a selected company. Each student team is required to submit a research paper of 15 pages/ double-spaced with full citations of referenced publications.

Each student team is required to submit a slide presentation limited to 20-25 minutes (points will be deducted for exceeding your time allotment). A soft copy of your PowerPoint slides should be sent to the professor on the due date. Other visual aids could be used where appropriate by providing the relevant electronic links.

A recommended resource for this project is:


SUMMARY

Professionalism, commitment, and ability to develop insightful analyses will combine to produce good grades in this class. There is considerable work involved. There is a lot of reading and, more importantly, great opportunity for you to apply the theoretical material to actual situations.

The grading will be rigorous. No excuses will be accepted for lateness. Any student who will not give that commitment has two choices - leave the class now or expect poor grades. In the real world, the alternatives would be considerably harsher.

It should be a lot of fun, if you enjoy a challenge and if you are interested in becoming ready for a position in the world of business. **Good luck to you all!**
# COURSE OUTLINE

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<tr>
<th>Week</th>
<th>Dates (T, Th)</th>
<th>Topics</th>
<th>Assigned Readings</th>
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<td>2</td>
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<td>7</td>
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<td>Customer-based Branding</td>
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<td>Consumer Behavior &amp; Marketing Strategy</td>
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<td>3/9 – 3/14</td>
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<td>3/17</td>
<td>Midterm Exam</td>
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<td>3/19</td>
<td>Global Consumer Marketing</td>
<td>Ch. 11-14</td>
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<tr>
<td>11</td>
<td>3/24, 26</td>
<td>Innovations and Consumer Adoption Behavior</td>
<td>TBA</td>
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<tr>
<td>12</td>
<td>3/31, 4/2</td>
<td>Case Presentations</td>
<td>Case Analyses &amp; Reports</td>
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<td>13</td>
<td>4/7, 9</td>
<td>Case Presentations</td>
<td>Case Analyses &amp; Reports</td>
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<td>4/14, 16, 21, 23</td>
<td>Final Project Presentations</td>
<td>Final Reports</td>
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(*) T = Tuesdays  
Th= Thursdays
Appendix:

ANALYSIS OF CASE STUDY

This course will rely on case-study discussions in order to enhance understanding of marketing problems that faced companies in the past and the types of alternatives that confronted them. Just as there is no single correct solution to a case, there is no single correct method of solving a case.

Familiarization
The case should be read a minimum of three times. The first reading should be a brief reading to determine the general idea of the case. The second reading should give attention to important details. During the third time, the reader should take careful notes concerning key issues and facts and preliminary thoughts that will be useful in the following analysis.

Statement of the Problem
An old adage states, "A problem well-defined is half-solved." Careful thought and discussion should be given to the issue of the overall problem facing the firm in the case. This should include issues specifically discussed in the case but also should include issues that are suspected but may not be described. One approach is to list all the problems the firm faces both observed and suspected. From that list, related problems may be grouped together. After the most critical problems are identified, sub-problems may be listed and decisions can be made as to whether they will be eliminated with solution of major problems or must be given additional attention.

Determine Facts and Major Topics for Analysis
The major topics for analysis should be determined based upon the facts in the case. Where additional facts are needed, participants should decide what types of research (company records, library or other forms) would be feasible in the actual, real world in which the problem arose. Where time and money do not permit securing additional information, frank assumptions should be made about the missing facts as though they had been given in the case or as though they had been obtained by the recommended research procedures. In making these assumptions, try to make reasonable inferences, which tie as closely as possible to the facts that are known from the case or from experience.

Some major points for analysis commonly include the following:
1) The market and its influence on problem and decision.
   a) Present market and potential changes (demographics, life styles, etc.)
   b) Size and/or characteristics of market.
   c) Buying habits, motives, and decision processes of consumers.
2) The product and its influence on problem and decision.
   a) General product/service category
   b) Specific firm's product/service offering
3) Financial position of firm and effect on problem and decision
4) Reaction of company personnel and influence on problem and decision.
5) Competition:
   a) Nature of competition (intra-type and inter-type)
   b) Probable future action of competitors
   c) Effectiveness of retaliation
6) Suppliers
   a) Influence on problem and decision
   b) Probably future actions
7) Position of the company in the industry
8) Importance of good will and public relations
9) Importance of price:
   a) Elasticity of demand
   b) Social and ethical constraints on pricing
10) Other legal considerations
11) Economic conditions
   a) Industry conditions
   b) General economic conditions
12) Effect of volume, costs, and profit on problem and decision
   a) Immediate
   b) Short-run (intermediate time span)
   c) Long-run
13) Environmental influence on problem and decision
   a) Consumerist and governmental influences
   b) Energy influences
14) Severity of the problem
   a) Degree of urgency
   b) Time and funds available before action must be taken
15) Probably profit consequences related to risks involved in decision

The foregoing list is not intended to be all-inclusive or in order of importance. Not all points will require consideration and other areas of analysis should be explored beyond those listed above.

Compare Advantages and Disadvantages of Alternatives

For each major problem considered, alternative solutions should be generated. Usually, three or more alternatives can be generated that are feasible and may be supported initially by some participants as a good solution. During this stage of the analysis, it may be discovered that the problem as originally stated required modification, or that the whole approach to the case needs to be changed. A list of advantages and disadvantages should be prepared for each major, feasible alternative solution. A separate sheet in "T" form should be prepared for each alternative being analyzed. At the top of the sheet write the name of one alternative under consideration and beginning with the advantages, list ideas as rapidly as possible on each side of the sheet. Using the brainstorming technique, strive for quantity of ideas initially and avoid the temptation to judge quality of ideas until later. Complete the brainstorming process for all alternatives under consideration before making any comparison between alternatives. Compare alternatives only after all advantages and disadvantages have been listed for each. The first step is to examine each list and eliminate duplication and unnecessary overlap. The next step is to divide the advantages and disadvantages into two groups, those of major consequence and those of minor consequence. The advantages or disadvantages of major consequence to the firm should be ranked in terms of importance. Importance is determined by the objectives of the firm. Ordinarily, importance should be translated into profit consequences or effect upon other financial indicators although objectives need to be considered. The minor advantages should be listed at the bottom of the page and may or may not be ranked in importance, depending on their significance. Considerations should be given to determining advantages under one alternative that are also advantages under another alternative. The final decision may rest upon those advantages (or disadvantages) which are of less consequence than others but which are not common to all alternatives under consideration. Consideration should also be given as to whether advantages of one alternative may be disadvantages under other alternatives.

Select the Best Alternative

Select the alternative, which, all things considered, has the greatest net advantage. It may be possible to establish formal payout analyses by attaching dollar values to each advantage or disadvantage and multiplying by the probability of occurrence. If a formal financial analysis is not feasible and more than one solution seems reasonable, choose the one which, all factors considered, seems to contain the greatest strength and the fewest disadvantages. Be sure your arguments are based upon the facts in the case, upon logical and clear-cut reasoning, and upon such assumptions as are realistic for the case. You should reevaluate the decision to make sure you are giving the most weight to the reasons that contribute to the objective you have established for the firm. This should also help decide which factors are to be presented to the rest of the participants as support for your decision.

Develop an Implementation Plan

Although analysis and decisions are the most critical stage of case analysis, it is also important to develop an implementation plan. The implementation plan should include topics, such as:
1) What must be done by the firm (specific program)?
2) What responsibilities must each staff member undertake to achieve implementation?
3) What time schedule will be established for implementation?
4) What budget will be established for implementation?
The implementation plan should maximize the chance that the advantages of the solution will actually occur and minimize the chance that the disadvantages will occur. Also, the implementation plan must handle secondary problems that may arise as a result of the solution of a primary problem. For example, a new pricing strategy may require personnel retraining or changes in promotional materials.

Evaluation of Case Analyses (2)
Upon completion of a case, evaluation can be based on key criteria and it is possible to spot the strong and weak points in the analysis. The following outline presents some of the more important considerations and questions for evaluating the strong and weak points of case analyses.

Use & Analysis of Evidence
1) Adequacy: Have you presented sufficient evidence to support your analysis convincingly?
2) Balance: Have you utilized evidence, which supports positions other than your own?
3) Validity: Did you examine the reliability of the evidence you used?
4) Objectivity: Are your interpretations free from bias and undue subjectivity?
5) Consistency: Have you avoided making contradictory statements?
6) Weighting: Did you make clear the relative weight of importance which you attached to the evidence that you considered?
7) Decisiveness: Have you been decisive throughout your analysis?
8) Development: Have you taken advantage of the useful possibilities for reworking the quantitative data?

Comprehension of the Situation
A. Comprehension of the situation: Did you recognize the main elements of the situation?
B. Perspective: Have you effectively demonstrated the relationships of the major elements?

Conclusions and/or Recommendations
A. Conclusiveness: Did you reach a definite conclusion?
B. Relation to analysis: Does your decision follow from the analysis?
C. Detail of development: Have you spelled out your recommendations with sufficiently complete directions?
D. Alternatives: Have you considered other possibilities?
E. Consequences: Have you considered the important effects of your recommended action?

Case analyses can be stimulating and refreshing; others may initially experience some difficulty and find them frustrating. Experience has shown, however, that if participants will persist and not become discouraged, they will develop the ability to analyze cases. While it may be difficult to see any progress during the process, by the end of the involvement, most participants are surprised by the increase in the development of their analytical and decision-making skills.

Note: Portions of these two sections were adapted from Kenneth E. Schnelle, Case Analysis and Business Problem Solving (New York: McGraw-Hill, 1967).
OUTLINE FOR CASE STUDY ANALYSIS

I. Industry Overview
This section presents a brief overview of the industry under study, including the major players and market development.

II. Company Overview
This section presents a brief overview of the company, including history, development, range of products, performance, etc…

III. Background about the Product
This section presents a brief description of the product that the case is focusing on. Further updated research is highly recommended (if applicable).

IV. Competitive Analysis
This section summarizes the status of the key competitors, focusing on their main strengths and weaknesses.

V. SWOT Analysis
This section summarizes the company’s key strengths and weaknesses, as well as environmental opportunities and threats that are expected to affect the company’s performance in the future.

VI. Problem Definition
In this section, the major problem(s) that the company is facing is (are) stated based on the above SWOT analysis. This is a very important section as it is the basis for your recommendations.

VII. Alternatives Evaluation
In order to resolve the stated problem, a list of alternative recommendations is presented in this section. These alternatives are compared and analyzed in order to develop a basis for choosing the best alternative.

VIII. Selection of the Best Alternative
Based on alternatives’ evaluation, the best alternative is selected. In this section, the reasoning behind choosing the best alternative should be explained.

IX. Implementation Plan
In this section, the recommended solution is presented in detail and an action plan for implementing this solution is developed.

X. References
All references used to update the project information should be stated in this section.
Dr. Salah S. Hassan is Professor of Marketing and served as Chairman for six years since 2005 and has been a professor at GW School of Business since 1988. Dr. Hassan received several awards and recognitions of merit. In 2013, he was recognized by the President & Provost of George Washington University for 25 years of service; in 2005, he received an Outstanding Marketing Teacher award from the Academy of Marketing Science; in 2004, he was recognized for High Scholastic Achievement by Beta Gamma Sigma, International Honor Society; in 2003, he was awarded the Medallion of Honor of Phi Beta Delta, Honor Society for International Scholars. In recognition of his research, he was hosted by the US Embassy in Germany to speak on Nation Branding at an international symposium organized by the Institute for Cultural Diplomacy & was hosted by the US Embassy in Copenhagen to give a keynote address at a conference on nation branding and development. Also, he was invited by the University of Birmingham Thought Leaders Conference to speak on Strategic Brand Management; by Kellogg School of Management to speak on Unlocking Brand Potential; and by Harvard Business School’s Open Innovations Workshop to speak on Harnessing User Innovations.


Also, Dr. Hassan served on the consulting teams of several major international assignments that focused on such projects as strategic brand management, entrepreneurial marketing, economic development, destination branding, corporate branding, and CSR best-practice analysis. Dr. Hassan completed numerous national and international consulting assignments and executive development programs for organizations such as: Kellogg School of Management, The World Bank, Smithsonian Institution, The US State Department, Ansell Healthcare Products, Raytheon International, International Institute for Tourism Studies, BlogCatalog, Winrock International, Porter/Novelli, USAID, the Fulbright Commission, International Food Institute in Australia, Saudi Arabian Airlines, the American University in Cairo, the Dubai School of Government in cooperation with the Kennedy School of Government/ Harvard University, the American Chamber of Commerce in Egypt, and UAE National Council of Tourism & Antiquities.

In recognition of his achievements, Dr. Hassan received several awards from the Academy of Marketing Science, The American Marketing Association, and Ohio State University. Previously, Dr. Hassan served as Chairman of the Sustainable Development Forum, a think-tank organization of experts from a variety of disciplines representing 12 countries/ 5 continents to promote a deeper understanding of global development issues. Having lectured, consulted, and conducted research around the world, Dr. Hassan achieved the status of an “International Thought Leader”.