



## MKT 022: Introduction to Consumer Behavior

### General Information:

**Term: 2020 Summer Session**

**Instructor: Staff**

**Language of Instruction: English**

**Classroom: TBA**

**Office Hours: TBA**

**Class Sessions Per Week: 5**

**Total Weeks: 5**

**Total Class Sessions: 25**

**Class Session Length (minutes): 120**

**Credit Hours: 4**

### Course Description:

This course is an introduction to the world of customer behavior. The discipline borrows from social sciences including psychology, sociology, and anthropology, to explain behavior in the marketplace. Meanwhile, the study of consumer behavior is about understanding what leads to the individual purchase decisions that are so important to business profitability, and to personal prosperity. Topics include perception, learning, communication, cognition, memory, motivation, and attitudes of consumers.

### Course Format and Requirements:

Class time will be used for a combination of lectures, class discussions, and student presentations.

Attendance at lectures is vital to get a thorough understanding of the material, but I will not check-up on you by circulating an attendance roster. Good attendance will be rewarded, however, in that all quiz questions and most exam questions will be drawn from the lectures. Furthermore, only those who attend class can earn points for participation.



## **Course Materials:**

*Consumer Behavior–Buying, Having, and Being*, Michael R. Solomon, 12<sup>th</sup> edition

## **Course Assignments:**

### **Quizzes**

There will be 6 quizzes administered through the whole semester and the **lowest** score will be dropped. Quizzes will always be completed in the first 20 minutes of class. The formats include multiple choices and True/False. The quiz problems will be similar to class lecture and in-class examples. There will be no make-up quizzes. Please be sure to bring a calculator.

### **Individual Presentation**

Each student will be randomly assigned to a class (date), and will give a 5-minute presentation on any topic, as long as it is educational and relevant to one of the themes covered in class the week before, subject to the instructor's approval. Presentations must not include offensive material and should not be similar to other presentations on that theme (on a first-come first served basis). They can be based, for instance, on a personal experience, an interesting observation, an actual business case, an advertising/promotional campaign, or a new business idea. Presentations must be original and reflect a student's own thoughts and ideas.

### **Group Project**

Each group will be 3-4 student (group size depends on the number of people in the class) to present each side of a case that will be taken from the latest headlines in marketing/business. The presentations will be 20 minutes for each side, maximum.

The grade will depend on the arguments that students make:

- Use consumer behavior principles to make your argument.
- Clarity of argument: The arguments should follow logically and should lead smoothly to the overall point you are making.



- Answer obvious counterarguments, preferably using consumer behavior principles.
- Be succinct and clear in your presentation.

**Exams**

The two midterm exams and final exams. Midterm exams will be non- cumulative. The final exam will be cumulative.

\*ALL EXAMs are close-book. Make-ups for the examinations will be given only for the most extraordinary and documented reasons. The exams will consist of objective questions in multiple-choice, Ture/False questions, short answers, and/or essays.

**Course Assessment:**

Top 5 Quizzes	10%
Individual Presentation	10%
Group Project	15%
Midterm Exam 1	20%
Midterm Exam 2	20%
Final Exam	25%
<b>Total</b>	<b>100%</b>

**Grading Scale (percentage):**

- A+: 98%-100%
- A: 93%-97%
- A-: 90%-92%
- B+: 88%-89%
- B: 83%-87%
- B-: 80%-82%
- C+: 78%-79%
- C: 73%-77%
- C-: 70%-72%
- D+: 68%-69%



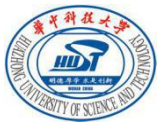
D: 63%-67%

D-: 60%-62%

F: Below 60%

### Course Schedule:

Week	Topic	Activities
1	<ul style="list-style-type: none"><li>• Introduction to course and Syllabus</li><li>• Introduction to Consumer Behavior</li><li>• Perception</li><li>• Learning and Memory</li><li>• Motivation and Affect</li></ul>	Quiz 1
2	<ul style="list-style-type: none"><li>• The consumer self</li><li>• Personality, lifestyles, Values</li><li>• Attitudes and Persuasion</li><li>• Attitude Change</li><li>• <b>Review for Midterm Exam 1</b></li></ul>	Quiz 2 Midterm Exam 1
3	<ul style="list-style-type: none"><li>• Individual Decision Making</li><li>• Consumer Choice</li><li>• Branding, Buying and Disposing</li></ul>	Quiz 3 & 4
4	<ul style="list-style-type: none"><li>• Group Influence and Social Media</li><li>• Income, Social Class, Family</li><li>• Social Marketing</li><li>• <b>Group Project In-class Discussion</b></li><li>• <b>Review for Midterm Exam 2</b></li></ul>	Quiz 5 Midterm Exam 2
5	<ul style="list-style-type: none"><li>• Subcultures</li><li>• Culture Influence</li><li>• Creation and Diffusion of Culture</li><li>• <b>Group Presentations</b>-Comments, feedback and summary</li><li>• <b>Review for Final Exam</b></li></ul>	Quiz 6 Group Presentations  Final Exam



## **Academic Integrity:**

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Huazhong University of Science & Technology's *Academic Conduct Code*.

Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office. Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

## **Special Needs or Assistance:**

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.