**BA in Management Program
Fall 2021 - 2022**

**MKTG 402 – Consumer Behavior**

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**Office Hours:** Please make an appointment by e-mail

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| --- | --- | --- | --- |
| **Type** | **Time** | **Days** | **Where** |
| Class | 09.40-10.30 | W | FMAN L018 |
| Class | 14.40-16.30 | R | FMAN L018 |

**Course Objective:**

### Understanding consumer behavior is critical to corporate success in today's economy and is a prerequisite for effective marketing strategy. The concepts presented in the course are applicable to all types of businesses (large, small, public, or private). This course is built on the premise that customers are more than just sales figures, and that a holistic approach to understanding customer behavior is essential for getting the most out of your marketing efforts. The course is geared toward to develop an understanding of the mechanisms by which consumers’ form their preferences and habits, and how they are being influenced by others as well as the why behind their decision-making.

**Learning Outcomes:**

Upon successful completion of the course, the student should be able to:

**1.** Describe the motivations and processes behind consumer preferences and decisions

**2.** Usethe practical tools to analyze and measure consumer preferences and to predict consumer reactions to various marketing actions

**3.** Assessreal-world consumer behavior problems

**4**. Critically and ethically interpret market offerings and campaigns relating to consumers

**5.** Applying the acquired knowledge to understand one’s own behavior and the behaviors of others in broader domains

**Course Material:**

1. Business articles in course reader (See the list below for details)
2. Articles in Scholarly and Managerial Journals (See the list below for details)
3. Assignment Instructions and Lecture Slides (Posted on course webpage)

**List of Cases**

|  |  |  |
| --- | --- | --- |
| **Case 1** | **Date:** |  |
| Case:Type: Subject:Teamwork?: Grading: | Disney Consumer Products: Marketing Nutrition to Children *HBR Case, Paper*Socially Responsible Marketing and Consumer ProtectionYesIndividual |

**Optional Reading Material:**

Text Book:Consumer Behaviour: A European Perspective (4th Edition). / Solomon, M; Bamossy, G J; Askegaard, S; Hogg, M K. London : Prentice Hall, 2006. *(Optional, you are going to be responsible from Lecture notes which are more comprehensive than the text book)*

**Course Web:**

Assignments, suggested materials and lecture notes will be provided on the course web-page. Students should check the course web-page on a regular and a frequent basis to keep up-to-date with the course requirements and to timely obtain lecture notes.

Sabanci University uses a very powerful web-based tool called Turnitin. Turnitin is the worldwide standard in online plagiarism prevention. It allows instructors to compare student papers against a database composed of millions of articles. Every paper you submit will be scanned by Turnitin, and results will be reflected in your grades.

**Instructional Design:**

The course is designed to maximize active learning. Therefore, participation in class is always encouraged and necessary. In order to succeed in the class, investing regularly in the assigned readings and assignments and timely managing the group projects are strongly suggested.

**Grading**:

|  |  |
| --- | --- |
| Participation | : 10% |
| Case preparations | : 10% |
| Assignments | : 10% |
| Exam | : 20%  |
| Term Project | : 20% |
| Final Exam | : 30% |

Peer Evaluation in Teamwork

Students will be asked to provide an evaluation of the members of their team in ‘Case Preparation’. Each student will divide 100 points between the members of her team, including herself. This division should reflect that person’s judgment of the contribution of the members of her team. The scores should not be merely functions of time spent by each member, but they should be measures of the "contribution;" their relative contribution to the idea generation, research, analysis, writing, oral presentation, report writing, etc. If the team was highly functional, and each member did what they committed themselves to, then the student can assign the same mark to each member of the team. If, on the other hand, some members of the team did not fulfill their commitments and did not contribute as much as the others, then points can be distributed unevenly.

The points submitted by all members of the team will be aggregated by the instructor. Every student will be given his/her aggregate peer evaluation, without disclosing the individual peer evaluations to the students.

In case there is no consensus among the team, for example, if three students divide the marks evenly and the fourth one divides them unevenly, then the instructor will use his/her judgment to assign peer evaluation marks--possibly after meeting with the members of the team.

In cases where there are conflicting marks, it is most likely that the instructor will meet with the team members and provide a mark based on an interview. For example, in a group of four, if Students A and B believe they did most of the work, and Students C and D believe otherwise, the team may be called in for an interview in order to be fair to everyone.

Past experience indicates that in most groups points will be distributed evenly. There will be a few groups where peer evaluations will play a role in the marks. The primary goal of this exercise is to avoid giving undeserved credit to individuals who did not help their teams. However, it is possible to have upwards adjustments of marks in case of students who have done more than what the group expected of them.

The peer evaluation will have a direct impact on your Case Preparation Grades. To give a simple example, if the group mark is 25 out of 30, and if your peer evaluation indicates that your contribution was less than what was expected, then your Case Preparation mark will be less than 25 out of 30. There are no simple rules for adjustment.

**Requirements:**

**Participation:** Although attendance is a necessary condition for your participation in class, it is not a sufficient condition. Your participation grade will be based on class preparation (assigned readings), your questions (during the discussions), and actual in class performance (you should always be prepared to discuss the concepts, topics, and issues for a particular session. You may be called upon to do so.) Organizing your thoughts, clearly articulating, and communicating them is an integrative part of the course.

**Case Preparation:** You are required to form a team and work in groups on a report for the case ‘Disney Consumer Products: Marketing Nutrition to Children’. Your report should answer the assigned case questions. In-class, we will hold a live discussion of the case where you can refer to your case preparations.

**Assignments:** There will be in-class and/or out of the class group and/or individual assignments based on each theme we cover during class. Based on the nature of the assignment, you will be required to submit a group/or an individual report. Make sure that you submit your assignments in time.

**Exam/Final Exam:** Both exams have to be taken in person and in class. Even if you are following the course online, make sure that you are able to attend the exams physically. The Midterm exam will cover the topics we have discussed so far whereas the final exam will be comprehensive. Both exams will evaluate your learning of consumer behavior during the course. It is vital that that you are able to apply the concepts you have learnt in the course to particular situations.

**Term Project:** The objective of this group assignment is to reinforce team-work and help learning from each other. The details regarding your group project will be announced on course web-page. In Week 13, You will make a presentation for your project where each group member is highly encouraged to take part in the presentation.

**Additional Guidelines:**

Make-up exams will be given only if the reason for missing the exam is officially documented.

If you feel that your performance in the course is unsatisfactory, you can always make an appointment to talk with me *during* the semester (not when the classes are over). I will do my best to guide you how to study better and improve your performance. However, I will not offer any bonus point options for a fair evaluation to everyone.

All the assignments (individual and group project reports) should be handed *on time.*

**Academic Honesty:**

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one’s paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and disciplinary action. Please pay utmost attention to avoid such accusations.

**Classroom policies and conduct**

Sabancı BA in Management Program values participatory learning. Establishing the necessary social order for a participatory learning environment requires that we all:

* Come prepared to make helpful comments and ask questions that facilitate your own understanding and that of your classmates. This requires that you complete the assigned readings for each session before class starts.
* Listen to the person who has the floor.
* Come to class on time.
* If you use your laptop during class, it is only to be used for class activities such as taking notes. You are not to connect the laptop to the network and should not be doing any non-class activities during class time. Laptop usage may be forbidden if it is abused or if it distracts the professor or other students. That said, students who participate the class in person are suggested to bring their laptops to be able to use learning software such as Tophat.
* For students attending the class online the cameras should *always* be on during class (this will be closely monitored). Being in a quiet place that is eligible for focusing on and participating to class is mandatory. For both groups (in-class and online) to have optimal lecture experience, being on time, avoiding distractions (such as use of mobile phones, eating or drinking during class), paying close attention to their microphone status (for on-line students) and always being visible (camera is always on during class for online students) is of crucial importance. Please note that exams have to be taken in-class and in-person for both groups.

**Course Schedule:**

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| **Week 1** | **Date:** | **29 – 30 September** |
| Topic: | This Syllabus / Introduction and Framework  |
| **Week 2** | **Date:** | **6 – 7 October** |
| Topic: | Understanding Consumers |
| Requirements: | Spend a day in the life of your Customers *by Francis Gouillart and Frederick D. Sturdivant,* Harvard Business Review |
| **Week 3** | **Date:** | **13 – 14 October** |
| Topic: | Revisiting Segmentation, Targeting and Positioning based on Benefits Sought by Consumers |
| Requirements: | Yankelovich, D. and D. Meer. 2006. Rediscovering market segmentation. Harvard Business Review (February): 122-131.Sarvary, Miklos, and Anita Elberse. "Market Segmentation, Target Market Selection, and Positioning." Harvard Business School Background Note 506-019, September 2005.  |
| **Week 4** | **Date:** | **20 – 21 October** |
| Topic: | Perception  |
| Requirements: | B. Wansink & K. van Ittersum (2003). Bottoms up! The influence of elongation on pouring and consumption volume. *Journal of Consumer Research* 30, 455-463. |
| **Week 5** | **Date:** | **27 October (28 October is a school holiday!)** |
| Topic: | Review Session/ Detailed Team Project Description |
| Requirements: |  |
| **Week 6** | **Date:** | **3 – 4 November** |
| Topic: | Learning and Memory  |
| Requirements: | D. R. John, B. Loken, K. Kim, & A. Monga (2006), “Brand Concept Maps: A Methodology for Identifying Brand Association Networks,” *Journal of Marketing Research*, 43, 549–563. |
| **Week 7** | **Date:** | **10 – 11 November** |
| Topic: | Midterm Exam |
| Requirements: |  |
| **Week 8** | **Date:** | **17 – 18 November** |
| Topic: | Motivation  |
| Requirements: | Fitzsimons, Grinne & Chartrand, Tanya & Fitzsimons, Gavan. (2008), Automatic Effects of Brand Exposure on Motivated Behavior: How Apple Makes You "Think Different". Journal of Consumer Research. |
| **Week 9** | **Date:** | **24 – 25 November** |
| Topic: | Attitudes  |
| Requirements: | B. Shiv & A. Fedorikhin (1999), “Heart and Mind in Conflict: The Interplay of Affect and Cognition in Consumer Decision Making,” *Journal of Consumer Research*, 26,278–292. |
| **Week 10** | **Date:** | **1 – 2 December** |
| Topic: | Influencing Consumers  |
| Requirements: | J. Berger & G. Fitzsimons (2008), Dogs on the Street, Pumas on your Feet: How Cues in the Environment Influence Product Evaluation and Choice. *Journal of Marketing Research* 45, 1-14.Cialdini, R. (2001), “Harnessing the Science of Persuasion,” Harvard Business Review. |
| **Week 11** | **Date:** | **8 – 9 December** |
| Topic: | Consumer Decision Making |
| Requirements: | E. J. Johnson & D. G. Goldstein (2003), “Do Defaults Save Lives?” *Science*, 302, 1338–1339.  |
| **Week 12** | **Date:** | **15 – 16 December** |
| Topic: | Social Responsibility and Consumer Protection |
| Requirements: | Disney Consumer Products: Marketing Nutrition to Children, *HBR Case,* Case Write- Ups |
| **Week 13** | **Date:** | **22 – 23 December** |
| Topic: | Group Presentations |
| Requirements: |  |
| **Week 14** | **Date:** | **29 – 30 December** |
| Topic: | Review Session and Close-up |
| Requirements: |  |