Fall 9-1-2007

**MKTG 362.01: Consumer Behavior**

Carol L. Bruneau  
*University of Montana - Missoula, carol.bruneau@umontana.edu*

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MARKETING 362 – CONSUMER BEHAVIOR
FALL 2007

PROFESSOR: Dr. Carol L. Bruneau

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FAX: 243-2086
E-MAIL: Carol.Bruneau@business.umt.edu

CLASS SCHEDULE: Section 1: MWF 9:10 – 10:00 am GBB 201
Section 2: MWF 10:10 – 11:00 am GBB 201

OFFICE HOURS: Tuesday 9:30 am – 11:30 am
Wednesday 2:00 pm – 4:00 pm
Or by appointment. Walk-ins are always welcomed.

REQUIRED MATERIALS:

COURSE OBJECTIVES:
Consumer behavior is one of the most rapidly growing areas of marketing. The marketing concept discussed in any introductory marketing course states that the formulation of appropriate and effective marketing strategies must begin with a clear and accurate understanding of consumers’ needs and preferences with regard to the product category. This course will explore in depth the basis for behavior in consumer contexts.

The objectives of the course are as follows:

1. To introduce the student to concepts developed in psychology, economics, sociology, and anthropology and their relationships to consumer behavior.

2. To develop in students the ability to translate what can be learned about consumer behavior from the behavioral sciences into action implications for the marketing manager and/or public policy maker.

COURSE EXPECTATIONS:
This course is an advanced undergraduate course intended for marketing majors and other student who require knowledge of consumer behavior for their courses of study and chosen career paths. It is a required course for those choosing an option in marketing. Class sessions will be devoted to the discussion of selected concepts, research studies and applications. BADM 360 is a prerequisite to this course. You must have already taken (cannot be currently taking) BADM 360 to be enrolled in MKTG 362.
It is expected that students will approach this course in ways that will maximize their learning rather than minimize their effort. Those students who do not approach the class in this way will suffer both in the ability to learn the material and in the grade they will receive in class. The learning experience of this class depends on student participation by active listening, by contributing to class discussions, and by contributing consistent effort to the process and outcome of hands-on exercises. Consistent preparation rather than pre-exam cramming is a necessity. I expect you to have read the assigned chapters BEFORE class on the day they are scheduled for discussion. Preparation time may vary somewhat depending on the assignment, but can be expected to average two or three hours per class session.

The quality of this course is heavily dependent on thorough preparation, consistent attendance, and spirited participation. Those who are reluctant to speak in front of others should use this opportunity to overcome their fears before entering the business world. The class participation grade will be based on participation during class discussions and in-class exercises. QUALITY of participation rather than QUANTITY will be judged. Student should expect to be called upon at random throughout the term, either to initiate class discussion or to respond to a question by the professor. There will be a number of in-class assignments during the course of the semester. If you are not present on a day when of these assignments is given, you will not receive credit for it. There is no way to make up for those points if you are not present.

NO LATE WORK WILL BE ACCEPTED. Late work is defined as any work not turned in when the professor collects it on the day the assignment is due. NO EXTRA CREDIT WORK WILL BE ACCEPTED.

You are encouraged to visit me during my office hours if you have any questions, problems, or if you just want to talk. If you cannot meet me during posted office hours, you are encouraged to make an appointment to meet at some other time.

EXAMINATIONS:
Four exams will be given during this course. While there will not be a comprehensive final exam, concepts learned early in the class will be used throughout the semester. The exams will be in-class and closed book. Examinations may contain a combination of multiple choice and essay questions. I will give you a study guide approximately 1 week before each exam. I will drop ONE exam score (your lowest) when calculating your grades. Therefore, there will be NO MAKEUP EXAMS for any reason. If you must miss an exam, that will be the score that you will have to drop in figuring your final grade.

HANDS-ON ASSIGNMENTS:
During the class, a number of hands-on projects will be assigned. Students will have at least one week to accomplish these assignments. Assignments MUST BE TYPED AND DOUBLE-SPACED. These assignments will integrate the theories learned in class with the world outside the classroom by allowing the students to apply consumer behavior concepts to marketing situations. Your first Hands-on Assignment will be to complete
the autobiography at the end of this syllabus. This is the one exception to the rule; you do not need to type this assignment. This will be due on Friday, September 7 at the beginning of class.

**STUDENT CODE OF CONDUCT:** All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. It is the student’s obligation to be familiar with the Student Conduct Code, especially as it pertains to academic misconduct (cheating, plagiarism, etc.), which is available in the SOBA advising office or online at [http://www.umt.edu/SA/VPSA/index.cfm/page/1321](http://www.umt.edu/SA/VPSA/index.cfm/page/1321). Please note that it is a form of academic misconduct to submit work that was previously used in another course.

Moreover, as the Catalog reads (in terms of Academic Policies and Procedures regarding plagiarism specifically):

> “Plagiarism is the representing of another’s work as one’s own. It is a particularly intolerable offence in the academic community and is strictly forbidden. Students who plagiarize may fail the course and be remanded to Academic Court for possible suspension or expulsion.”

It continues,

> “Students must always be very careful to acknowledge any kind of borrowing that is included in their work. This means not only borrowed wording but also ideas. Acknowledgement of whatever is not one’s own original work is the proper and honest use of sources. Failure to acknowledge whatever is not one’s own original work is plagiarism.”

So, *ALWAYS* err on the side of caution by citing the resources used in preparing your work. Moreover, *always* use direct quotations for exact wording taken from another source.

Finally, I am well aware of the various websites where one can go to find “free term papers.” Believe me; it is not worth the gamble with your academic future.

**GRADING:**
The following weights will be used to compute your course grade:

- 3 examinations (18% each)* 54%
- Hands-on Assignments 31%
- Class participation/in-class projects 15%

*(Students will take 4 exams; the lowest score will be dropped)*
All UM SOBA courses use the +/- grading system. The percentages required for each grade are below:

- A: 93% and above
- A –: 90% to 93%
- B +: 87% to 89%
- B: 83% to 86%
- B –: 80% to 82%
- C +: 77% to 79%
- C: 73% to 76%
- C –: 70% to 72%
- D+: 67% to 69%
- D: 63% to 66%
- D-: 60% to 62%
- F: Below 60%

Grades will not be curved.

COURSE OUTLINE AND ASSIGNMENTS
CONSUMER BEHAVIOR – FALL 2007

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC AND ASSIGNMENTS</th>
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<tbody>
<tr>
<td>8/27</td>
<td>Introduction</td>
</tr>
<tr>
<td>8/29</td>
<td>Consumer Behavior overview</td>
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<tr>
<td>8/31</td>
<td>Consumer Behavior Research</td>
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<td>9/3</td>
<td>Labor Day Holiday</td>
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<tr>
<td>9/5</td>
<td>Motivation, Ability and Opportunity</td>
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<td>9/7</td>
<td>MAO (cont.)</td>
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<tr>
<td>9/10</td>
<td>Exposure, Attention and Perception</td>
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<td>9/12</td>
<td>Exposure, Attention and Perception (cont.)</td>
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<tr>
<td>9/14</td>
<td>EXAM 1: covers chapters 1-4 and class discussions 8/27-9/12</td>
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<tr>
<td>9/17</td>
<td>Knowing and Understanding</td>
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<tr>
<td>9/19</td>
<td>Knowing and Understanding (cont.)</td>
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<tr>
<td>9/21</td>
<td>Attitudes: High consumer effort</td>
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<td>9/24</td>
<td>Attitudes: Low consumer effort</td>
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9/26     Attitudes (cont.)

9/28     Memory and Retrieval Read Chapter 8

10/1  **EXAM 2: covers chapters 5-8 and class discussions 9/17–9/28**

10/3     Problem Recognition/Information Search Read Chapter 9

10/5     Problem Recognition/Information Search (cont.)

10/8     Judgment and Decision Making: High Effort Read Chapter 10

10/10    Judgment and Decision Making: High Effort (cont.)

10/12    Judgment and Decision Making: Low Effort Read Chapter 11

10/15    Judgment and Decision Making (Cont.)

10/17    Post Decision Processes Read Chapter 12

10/19  **EXAM 3: covers chapters 9-12 and class discussions 10/3-10/17**

10/22    Consumer Diversity Read Chapter 13

10/24    Consumer Diversity (cont.)

10/26    Social Class & Household Influences Read Chapter 14

10/29    Social Class/Household Influence (cont.)

10/31    Class Assignment TBD

11/2     Class Assignment TBD

11/5     Psychographics Read Chapter 15

11/7     Social Influence Read Chapter 16

11/9     Social Influence (cont.)

11/12    Veteran’s Day Holiday Enjoy!!

11/14    Innovations Read Chapter 17

11/16    Innovations (cont.)
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<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>11/19</td>
<td>Symbolic Consumer Behavior</td>
<td>Read Chapter 18</td>
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<tr>
<td>11/21</td>
<td>Student Travel Day</td>
<td>Drive Carefully</td>
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<td>11/23</td>
<td>Thanksgiving Holiday</td>
<td>Enjoy!!</td>
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<td></td>
<td>Do Participation/Observation</td>
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<tr>
<td>11/26</td>
<td>Symbolic Consumer Behavior (cont.)</td>
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<tr>
<td>11/28</td>
<td>Public Policy Issues</td>
<td>Read Chapter 19</td>
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<td>11/30</td>
<td>Public Policy Issues (cont.)</td>
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<tr>
<td>12/3</td>
<td>The Rituals of Thanksgiving</td>
<td>Assignment due</td>
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<td>12/5</td>
<td>TBD</td>
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<tr>
<td>12/7</td>
<td>Grades disseminated</td>
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**EXAM 4:** Covers portions of Chapters 13-20 discussed in class (I will provide a study guide) and class discussion from 10/22–12/7

**Section 1:** Friday 12/14 at 8:00 am  
**Section 2:** Monday, 12/10 at 8:00 am  
You may take the exam with either section.
PROFESSOR’S AUTOBIOGRAPHY:

CAROL L. BRUNEAU – I was born in Stillwater, Oklahoma and had a fairly normal childhood. I attended Oklahoma State University and received a B.S. degree in sociology/anthropology. After graduation, I attended Arizona State University where I worked on an M.S. degree in archeology. I never finished this degree, but I did have some great experiences conducting fieldwork in Israel, Arizona and New Mexico. After dropping out of the graduate program, I became a secretary as the utility of an anthropology degree seemed to be questioned by many employers. Finally, tiring of not having any spending money, I returned to Oklahoma State University to work on an MBA degree. It was then that I discovered the wonderful world of marketing that allowed me to combine the study of human behavior that I had found interesting in anthropology with the money-making potential of an MBA degree.

After graduation, I worked as a Market Research Scientist for Battelle Pacific Northwest Laboratories in Richland, Washington for 5 years. Battelle is the largest not-for-profit contract research organization in the world. The Battelle office in Richland primarily conducts research for the U.S. Department of Energy and the Hanford Nuclear Reservation. My duties at Battelle included being responsible for supplying marketing expertise and management to a variety of contract research projects. Major areas of research that I participated in included: technology transfer and diffusion, consumer decision-making, innovative technology concepts, and market assessments. I was also the technical liaison between Battelle and eight Native American reservations located near the Hanford site for a dose reconstruction project.

Although I liked my work at Battelle, I decided it was time for a new challenge. I moved to Tucson, Arizona and began working on a Ph.D. degree in marketing at the University of Arizona in the Fall of 1991. I finished this degree in 1996. While at the University of Arizona, I taught Marketing Principles, Consumer Behavior, and Marketing & Public Policy.

In January of 1995, I interviewed with the Management Department at The University of Montana and was offered a position as an assistant professor. I am thrilled to have found such a great job in such a beautiful place. I was promoted to associate professor in 2003 and received tenure in 2004. I now consider Missoula my home and cannot imagine living anywhere else.

I am on the Board of Directors for the Montana Food Bank Network, a statewide organization that strives to relieve food insecurity in Montana. I am also a board member of the Missoula Centennial Rotary Club.

My hobbies include wine tasting, gourmet cooking (and eating!), traveling, hiking, reading, watching spectator sports (Go Griz!) and observing human (consumer) behavior wherever it occurs. I have also recently taken up the wonderful, but frustrating, game of golf.
YOUR AUTOBIOGRAPHY:

NAME: ___________________________________

Hometown: ___________________________________

Address: ___________________________________

__________________________________________

__________________________________________

__________________________________________

Phone #: __________________________________

E-mail: ___________________________________

Major and Option: ______________________________

Company where employed: _____________________________
(if applicable)

Year in college: _______________________________

What do you expect from MKTG 362? Are there any consumer behavior topics that you would specifically like me to cover?
Please use the space below to write a little something about yourself similar to the autobiography that I wrote. Include why you are taking this class and what you plan to do with your degree after graduation. Also, tell me about your background (especially business experience that you have had), your extracurricular activities, hobbies or other interests, and/or anything else you think I might find interesting. This autobiography should be turned in during class on Friday, September 7 and will count as a Hands-on Assignment. LATE assignments will not be accepted. Please hand this in during class. Do NOT email it to me.