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MKTG 362.02: Consumer Behavior

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**MARKETING 362 – CONSUMER BEHAVIOR
FALL 2001**

PROFESSOR: Dr. Carol L. Bruneau
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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 10:00 am – 12:00 pm
Wednesday 2:00 pm – 4:00 pm
Or by appointment. Walk-ins are also welcomed.

REQUIRED MATERIALS:

Hoyer, Wayne D. and Deborah J. MacInnis (2000), *Consumer Behavior*. 2nd Edition. Houghton Mifflin Company, New York, New York.

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.

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.

All PowerPoint presentations used in class are available on the Sentinal Server. To access these, click on the icon Classes in Sentinal and then the folder labeled bruneau362. The slides are listed by book chapter. You need to be in the SOBA lab to access Sentinal.

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 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 theory 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 Wednesday, September 11 at the beginning of class.

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)

Grades for this course will be:

90% and above	A
<90-80%	B
<80-70%	C
<70-60%	D
<60%	F

Grades will not be curved or rounded up.

**COURSE OUTLINE AND ASSIGNMENTS
CONSUMER BEHAVIOR – FALL 2001**

DATE	TOPIC AND ASSIGNMENTS	
9/4	Introduction	
9/6	Consumer Behavior overview	Read Chapter 1
9/9	Consumer Behavior Research	Read Chapter 2
9/11	Motivation, Ability and Opportunity	Read Chapter 3
9/13	MAO (cont.)	Hands-on #1 due
9/16	Exposure, Attention and Perception	Read Chapter 4
9/18	Exposure, Attention and Perception (cont.)	
9/20	Knowing and Understanding	Read Chapter 5
9/23	Knowing and Understanding (cont.)	
9/25	EXAM 1: covers chapters 1-5 and class discussions 9/4 - 9/23	
9/27	Attitudes: High consumer effort	Read Chapter 6
9/30	Attitudes: Low consumer effort	Read Chapter 7
10/2	Big Sky Career Fair - no class	Hands-on assignment
10/4	Attitudes (cont.)	
10/7	Memory and Retrieval	Read Chapter 8
10/9	Memory and Retrieval (cont.)	
10/11	EXAM 2: covers chapters 6-8 and class discussions 9/27 - 10/9	
10/14	Problem Recognition/Information Search	Read Chapter 9
10/16	Problem Recognition/Information Search (cont.)	
10/18	Judgment and Decision Making: High Effort	Read Chapter 10
10/21	Judgment and Decision Making: High Effort (cont.)	

10/23	Judgment and Decision Making: Low Effort	Read Chapter 11
10/25	Judgment and Decision Making (Cont.)	
10/28	Post Decision Processes	Read Chapter 12
10/30	Post Decision Processes (cont.)	
11/1	EXAM 3: covers chapters 9-12 and class discussions 10/14 - 10/30	
11/4	Regional, Ethnic and Religious Influences	Read Chapter 13
11/6	Social Class Influences	Read Chapter 14
11/8	Social Class Influences (cont.)	
11/11	VETERAN'S DAY HOLIDAY	Enjoy!
11/13	Age, Gender & Households	Read Chapter 15
11/15	Age, Gender & Households (cont.)	
11/18	Symbolic Consumer Behavior	Read Chapter 17
11/20	Symbolic Consumer Behavior (cont.)	
11/22	Social Influence	Read Chapter 16
11/25	Social Influence (cont.)	
11/27	Student Travel Day	Drive Carefully
11/29	Thanksgiving Holiday	Enjoy!
12/2	Psychographics	Read Chapter 18
12/4	Psychographics (cont.)	
12/6	The Rituals of Thanksgiving	Read article Assignment due
12/9	Public Policy	Read Chapter 20
12/11	The Dark Side of Consumer Behavior	Read Chapter 21
12/13	Grades figured and disseminated	

EXAM 4 Schedule:

Section 1:	Friday, 12/20	8:00 – 10:00 am
Section 2:	Monday, 12/16	8:00 – 10:00 am

Covers portions of Chapters 13-21 discussed in class (I will provide a study guide) and class discussion 11/4 – 12/13.

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 of 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.

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 game of golf.

YOUR AUTOBIOGRAPHY:

NAME: _____

Hometown: _____

Address:

Phone #: _____

E-mail: _____

Major: _____

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 Wednesday, September 11 and will count as a Hands-on Assignment. LATE assignments will not be accepted.**