MKTG 312, Section 003, Spring 2014
Consumer Behavior

Tuesdays-Thursdays, 3-4:15, ENT 277

Dr. Frank Allen Philpot
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Office phone: 703/993-4207
E-mail: Fphilpot@gmu.edu

Website: We will use Blackboard 9.1 for this class. This can be accessed via mymasonportal.gmu.edu. If you are properly registered for this class you should be able to click on the “courses” tab and find a listing for this class

Office Hours: Tuesdays and Thursdays 4:30-5:30 p.m.. (Appointments are always recommended and I am happy to meet with you at a time outside my regular office hours if that is more convenient for your schedule.)

Text: Consumer Behavior, by Hawkins and Motersbaugh, 12th edition

Learning goals for the Undergraduate Programs

1. Our students will be competent in their discipline.
2. Our students will be aware of the uses of technology in business.
3. Our students will be effective communicators.
4. Our students will have an interdisciplinary perspective.
5. Our students will be knowledgeable about global business and trade.
6. Our students will recognize the importance of ethical decisions.
7. Our students will be knowledgeable about the legal environment of business.
8. Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
9. Our students will understand the value of diversity and the importance of managing diversity in the context of business.
10. Our students will be critical thinkers.

Learning goals for this course

By the end of this course I expect that you will:

1. Understand the role of consumer behavior principles in making marketing decisions.
2. Be able to examine a marketing plan and identify some of the consumer behavior issues that may aid or hinder this plan.
3. Know the basic principles of consumer decision making.
4. Understand market segmentation strategy.
5. Know the role of brands in product management and the concepts of positioning and repositioning.
6. Understand the psychological processes that underlie consumer choice.
7. Be able to use knowledge of consumer behavior to structure effective marketing communications.
8. Be able to identify and analyze issues of marketing ethics as related to consumer behavior.

My expectations of you:

- You are capable of functioning as an independent learner, i.e. you can read the textbook, learn from it and will ask questions about the things you don’t understand. If necessary you can turn the page of the syllabus to see everything that is assigned for a particular week.

- You are capable of being a team player and are able to work out disagreements among fellow teammates.

- You are capable of balancing the demands of work, personal life and multiple courses.

- You respect the GMU Honor Code and will abide by it.

- You will do the assigned reading in advance of class.

- You will be able to devote 5 to 7 hours per week to reading and preparing for this class.

Attendance

I do not take attendance, but you will not be able to get an A or B in this course without attending class regularly. Much of the material on the course exams will come from class lectures and discussions. You can only do well on the exams by attending class regularly.
Class Organization – Learning Teams

This class will be organized into learning teams. You will be part of a team of approximately five people who will work together the whole term on a team report to the class, on in-class quizzes and on in-class activities.

At the time of the final exam you will be asked to fill out a peer evaluation form to assess the contribution your teammates have made to your group effort. The points for peer evaluation will be based on the data from this form.

After we form teams I will assign each team seats and from that I will prepare a seating chart. I will record class participation on the seating chart so if you are not in your regular seat you may not get full participation points.

This class will have five quizzes during the term. Each quiz will be taken twice – once as an individual and once as a team. You will receive two scores for each quiz, one for your individual performance and one for your team grade. You will be graded on the four highest quiz grades, thus if you attend every quiz class you can drop your lowest grade. If you are absent (for any reason) on the day of a quiz that will constitute your dropped grade.

Teams will be assigned on January 28. You cannot choose your teammates.

Grading Points

The term grade in this class will be based on the following items totaling 1,000 points:

- **Exams:**
  - Midterm Exam 200
  - Final Exam: 300 pts
- **Quizzes (best 4 of 5):**
  - Individual scores: 80 points
  - Team scores: 40 points
- **In-class activities (best 4 of 5):**
  - 60 points
- **Team report:**
  - 200 points
- **Team Charter:**
  - 30 points
- **Peer evaluations:**
  - 50 points
- **Class participation:**
  - 40 points

**Note:** There will be no plus or minus grades given. I do not curve.
# Class Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>1/23/14</td>
<td>Introduction to course. How to get a good grade in this course.</td>
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<tr>
<td>1/28/14</td>
<td>Consumer Behavior and Marketing Strategy</td>
<td>Chapter 1 “Clam Chowder”</td>
<td>Form teams</td>
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<tr>
<td>1/30/14</td>
<td>Cross Cultural Variations in Consumer Behavior</td>
<td>Chapter 2 “Selling Canned Soup in China” “McDonald’s McArabia Sandwich”</td>
<td>Quiz I, Chap 1,2 plus articles</td>
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<tr>
<td>2/04/14</td>
<td>American Society: Values</td>
<td>Chapter 3 “Older Americans’ Moral Values”</td>
<td>Team Activity I</td>
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<tr>
<td>2/06/14</td>
<td>American Society: Demographics</td>
<td>Chapter 4 “How America Changed”</td>
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<tr>
<td>2/11/14</td>
<td>American Society: Subcultures</td>
<td>Chapter 5</td>
<td>Team Charter Due</td>
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<td>(Latter is fascinating interactive chart regarding changes in the American family over the last 50 years.)</td>
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<td>2/18/14</td>
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<td>Guest speaker</td>
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<td>2/20/14</td>
<td>Group Influences</td>
<td>Chapter 7</td>
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<td>2/25/14</td>
<td>Perception</td>
<td>Chapter 8</td>
<td>Discussion of Team Project</td>
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<td>2/27/14</td>
<td>Learning, Memory and Product Positioning</td>
<td>Chapter 9 “Grocery Packaging for Men” “Sex, Men and Money” “David’s Bridal”</td>
<td>Team Activity III</td>
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<td>3/04/14</td>
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<td>Midterm Exam</td>
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<tr>
<td>3/06/14</td>
<td>Motivation, Personality and Emotion</td>
<td>Chapter 10 “He Eats, She Eats”</td>
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<td>3/11/14</td>
<td>Spring Break</td>
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<td>3/13/14</td>
<td>Spring Break</td>
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<td>3/18/14</td>
<td>Attitudes</td>
<td>Chapter 11</td>
<td>Quiz III, Chap 10, 11 plus articles</td>
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<td>Date</td>
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<td>3/20/14</td>
<td>Self-concept and lifestyle</td>
<td>Chapter 1 “Cell-Phone Moms”</td>
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<td>3/25/26</td>
<td>Situational Influences</td>
<td>Chapter 13</td>
<td>“How Starbucks Lost its MoJo”</td>
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<td>“Relaxed Customers Spend More”</td>
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<td>3/27/14</td>
<td>Consumer Decision Process and Problem</td>
<td>Chapter 14</td>
<td>“Calories on menus don’t help”</td>
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<td>Recognition</td>
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<td>“Ten for $10”</td>
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<td>4/01/14</td>
<td>Information Search</td>
<td>Chapter 15</td>
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<td>Quiz IV, Chapters 12, 13, 14, 15 plus</td>
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<td>articles</td>
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<td>4/03/14</td>
<td>Alternative evaluation and Selection</td>
<td>Chapter 16</td>
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<td>Team Activity V</td>
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<tr>
<td>4/08/14</td>
<td>Outlet Selection and Purchase</td>
<td>Chapter 17</td>
<td>“Declining Traffic at the Mall’</td>
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<td>4/10/14</td>
<td>Post Purchase process and consumer</td>
<td>Chapter 18</td>
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<td>satisfaction</td>
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<td>4/15/14</td>
<td>Organizational Buyer Behavior (B2B)</td>
<td>Chapter 19</td>
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<td>Quiz V, Chapters 16, 17, 18, 19 plus</td>
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<td>articles</td>
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<tr>
<td>4/17/14</td>
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<td>No formal class meeting. Time available for</td>
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<td>team presentation rehearsal and for</td>
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<td>consultation with Professor</td>
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<td>4/22/14</td>
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<td>Team Presentations</td>
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<td>4/24/14</td>
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<td>Team Presentations</td>
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<tr>
<td>4/29/14</td>
<td>Ethics in CB</td>
<td>Chapter 20</td>
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<td>5/01/14</td>
<td>Public Policy Implications</td>
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<tr>
<td>5/08/14</td>
<td>Final Exam, 1:30-4:15</td>
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**Final exam:** The final exam for this course will be given on Thursday, May 8, at 1:30 p.m. Please plan your life accordingly. The exam will cover the entire course with approximately 35% of the questions coming from the material covered since The midterm exam.

**Mid-term make-up exam:** If you miss the mid-term exam, you may take a make-up exam at the end of the semester. This exam will come primarily from the textbook.
Communication: Email is the most important form of communication for this class. Please note that if I send a general email to the class and you respond by hitting the “Reply” button, the message I receive will not show your name, only your email address which does not serve to clearly identify you.

Please be sure that any email to me shows you full name as well as your class and section. I teach three different marketing classes and four sections. An email that simply says, “Professor, do we have a quiz next week?” is difficult for me to answer if I don’t know who you are and which class you are in.

Exam philosophy: All exams and quizzes will use standard Scantron answer cards. Please bring several with you to each class that includes a quiz or exam. I have found that the Scantron machine sometimes mis-grade erasures; therefore I strongly recommend that you always have an extra form and never turn in a card with an erasure. I will not give credit for an answer that has been scored incorrectly because of an erasure.

You should expect three kinds of questions on exams:
1. Questions to determine if you have read assigned material. This applies particularly to articles posted for class discussion.
2. Vocabulary – Do you understand the meaning of terms and concepts?
3. Concept understanding – Can you apply a concept to a particular set of facts? These can be difficult questions. Sometimes more than one answer may seem appropriate. Remember that you are always looking for the single best answer.
4. There will be at least one question on the mid-term exam taken from the syllabus.

Note: Exams and quizzes will cover all assigned reading through the date of the quiz or exam. Sometimes you will be tested on material that has not been discussed in class. If you do not understand concepts that are assigned but not discussed in class, be sure to ask questions about them.

Class participation: Class participation points are based on active participation in class discussion. Attending class regularly will not produce participation points. You cannot earn all of your participation points by speaking a lot in a few classes. Full participation points require that you ask thoughtful questions throughout the semester. Some forms of behavior, i.e. sleeping in class, reading a newspaper or magazine, leaving at the break may result in negative class participation points. While I make notes of class participation during classes I don’t attempt to track every spoken comment. Therefore there is inevitably a degree of personal interpretation on my part in assigning final class participation points. Sometimes students have different perceptions of their class participation than I do. You can deal with this by not aiming for minimal acceptable participation.

If you feel you will have difficulty participating in class because of cultural or personal reasons please come to see me early in the semester. I will not excuse you from the participation requirement, but I will try to help you meet it as painlessly as possible.

I know that everyone has a life and that you have to make choices about your time. But we have a lot of material to cover in 14 weeks and class time is precious. If you are unable to attend class or choose not to come, you do not need to notify me. I don’t give excused absences. It is much easier to deal with
Revised Jan 23, 2014

special situations before they occur than afterwards. Please come to me during the first two weeks of
class to discuss any problems you have regarding sports teams, religious holidays or school related
activities.

If you miss a class, please don’t stop me before or after the next class and ask, “Did I miss anything?”
Yes, you missed a class worth of material and you should see one of your teammates to get copies of his
or her notes.

Other policies: There are notes posted on the class website regarding team and class policies. From time
to time I may post additional notes on the website. All of these items are to be considered a part of this
syllabus.

Extra credit: Students can earn 20 points of extra credit by preparing a short report on a book on
consumer behavior from a list I provide. Some students will be asked to present their reports in class.

Classes start and end on time: Out of courtesy to your peers, students are expected to be in class on time
and to remain for the entire class period. Multiple late arrivals are not acceptable. Arriving late or
leaving early will negatively affect your grade.

The Wall Street Journal: If you anticipate a career in business, becoming acquainted with the Wall Street
Journal is one of the most useful things you can for yourself. If you work in business someone in the
management structure above you reads the Journal. When you go for an interview you will make a much
better impression if you are knowledgeable about issues in the company’s industry as well as business
issues in general.

The Journal offers a student subscription for $1 per week, i.e. $15 for a semester. It won’t affect your
grade in this course, but it can affect your career.

Information on the subscription offer is available at:

If you do sign up please indicate on the form that you attend Mason and are in my class.

Disabilities: If you have a documented learning disability or other condition that may affect academic
performance you should: 1) make sure this documentation is on file with Office of Disability Services
(SUB I, Rm. 4205; 993-2474; http://ods.gmu.edu) to determine the accommodations you need; and 2)
talk with me to discuss your accommodation needs.

Keep copies: Please keep an electronic copy of anything you submit for this class. Several hundred
papers cross my desk each semester and once or twice I have misplaced one. Please have a back-up
available should that occur.

Grades: I cannot grade input, i.e. how much work you put into the class. I can only grade output, your
quizzes, tests and team activities. Note that I consider a B to be an excellent grade as does the School of
Management and the University.
Announcements and schedule changes: Because life happens (guest speakers cancel, classes are cancelled because of bad weather, I get sick, etc.) it may sometimes be necessary to make changes in the course calendar. I will announce any changes via an email to the class from Blackboard. Read your email.

Writing assignments: All writing for this course should be double-spaced and should include the name of the writer (or team members) and the course section on the first page. Please do not submit any written work in folders or binders. Please put the section and team number (if applicable) on all assignments. An assignment that does not include your section number will automatically be docked two points. Please date all assignments and number the pages.

Religious holidays, sports, forensics and school related activities: If you expect to be absent during the semester for any of these reasons, please notify me during the first two weeks of the semester. Note that the University distinguishes between holidays which various religions classify as non-work days and those that permit work on the holiday. To view the official list of recognized holidays go to http://ulife.gmu.edu/calendar/religious-holiday-calendar/.

Academic Integrity: The integrity of the University community is affected by the individual choices made by each of us. GMU has an Honor Code with clear guidelines regarding academic integrity. Three fundamental and rather simple principles to follow at all times are that: (1) all work submitted be your own; (2) when using the work or ideas of others, including fellow students, give full credit through accurate citations; and (3) if you are uncertain about the ground rules on a particular assignment, ask for clarification. No grade is important enough to justify academic misconduct. Plagiarism means using the exact words, opinions, or factual information from another person without giving the person credit. Writers give credit through accepted documentation styles, such as parenthetical citation, footnotes, or endnotes. Paraphrased material must also be cited, using MLA or APA format. A simple listing of books or articles is not sufficient. Plagiarism is the equivalent of intellectual robbery and cannot be tolerated in the academic setting. If you have any doubts about what constitutes plagiarism, please see me.

Electronic devices: No cell phones or laptop computers may be turned on except during breaks. (This means no texting during class.) Cell phones should be kept in backpacks or purses.

A note to late comers: If you join this class late you are at a disadvantage. Be aware of that coming in. It is your responsibility to contact me via email to be assigned to a team. If you join the class after the first two weeks you will have missed the first quiz and possibly the first team assignment. The quiz cannot be made up, although you do get to drop one quiz. Please contact me to discuss a substitute for the initial team assignment if you have missed that.
“I see you’ve flown around the world in a plane, and settled revolutions in Spain. Around a golf course you’re under par. Metro-Goldwyn has asked you to star. Very impressive, I must admit, but we’re looking for someone with marketing experience.”