



MKT 3140: Introduction to Consumer Behavior

2022 Fall Session	
Total Class Sessions: 25 Class Sessions Per Week: 5 Total Weeks: 5 Class Session Length (Minutes): 145 Credit Hours: 4	Instructor: Staff Classroom: TBA Office Hours: TBA Language: English

Course Description:

This course explores the roots of consumer behavior from a managerial perspective, drawing on the disciplines of psychology, sociology, and anthropology. It provides insights into the motivation, influences, and processes of consumption behavior. It also examines relevant behavioral science theories/frameworks and their usefulness in formulating and evaluating marketing strategies. Topics include perception, learning, communication, cognition, memory, motivation, and attitudes of consumers.

Course Materials:

Consumer Behavior—Buying, Having, and Being,
Michael R. Solomon, 13th edition

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 Assignments:

Quizzes:

Throughout the semester, students will have seven in-class quizzes. The formats include multiple choices and True/False. Two lowest grades of the semester will be dropped. Quizzes cannot be made up. 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:

You will be assigned to groups of 3-4 people (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 will consist of objective questions in multiple choice, short answers, and/or essays.

Course Assessment:

Quizzes	10%
Individual Presentation	10%
Group Project	15%
Midterm Exam 1	20%
Midterm Exam 2	20%
Final Exam	25%
Total	100%

Grading Scale (percentage):

A+	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
98-100	93-97	90-92	88-89	83-87	80-82	78-79	73-77	70-72	68-69	63-67	60-62	<60

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 Chengdu University of 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.

Course Schedule:

Class 1:

Course Overview

Go through syllabus

Introduction to Consumer Behavior

Class 2:

Consumer Behavior Research Methods

Perception

Class 3:

Quiz 1

Comprehension

Learning

Class 4:

Memory

Motivation and Affect

Class 5:

Motivation and Affect (Cont.)

Attitudes and Attitude Formation

Class 6:

Quiz 2

Attitude Change:

Learning

Persuasion

Class 7:

Attitude Change:

Self-Persuasion

Exam Review



Class 8:

EXAM 1

Class 9:

Multi-attribute Attitude Models

Decision Making: Introduction

Class 10:

Stages

Consumer Judgment

Class 11:

Quiz 3

Consumer Choice

The Consumer Self

Class 12:

Personality

Lifestyles

Class 13:

Values

More Consumer Judgment and Choice

Class 14:

Quiz 4

Social Influence and Decisions:

Conformity Pressures and Power

Group Project Instructions Distributed

Class 15:

Social Influence and Decisions

Social and Cultural Influences

Group, Organizational, and Family Decisions

Class 16:

Decisions about Consumption

Satisfaction and Disposal

Exam Review



Class 17:
EXAM 2

Class 18:
Psychographics and Geo-demography
Social Marketing
Group Project In-class Discussion

Class 19:
Quiz 5
Changing people's minds
Segmentation

Class 20:
Product Positioning
Consumer Behavior

Class 21:
Quiz 6
Branding
Buying

Class 22:
Disposing
Pricing and Behavioral Finance

Class 23:
Quiz 7
Green marketing
Ethical attributes

Class 24:
Group Presentations

Class 25:
Wrap-up;
Review for Final
Group Presentations-Comments, feedback and summary

Final Exam (Cumulative): TBA