To “make money”, businesses need many individual consumers to decide to purchase their products. To be successful, not-for-profits need enough individual consumers to buy-in or to support their cause. Many organizations’ marketing strategies are unsuccessful in this regard; thus, businesses often fail or do not earn a sufficient profit and many not-for-profits fall short of desired objectives.

Simultaneously, there is also considerable failure from the consumer’s perspective. Many of us do not act in the marketplace as we should, or as we feel we should, leading to personal, social, and sometimes ethical problems. THOSE PERPLEXING CONSUMERS!

We study consumer behavior to assist in understanding just what it is that leads to individual purchase/support decisions that are crucial to organizational profitability/success as well as to personal and social well-being. This study includes psychological theory and concepts that impact the consumer’s decision-making journey.

Our course will examine these theories and concepts for understanding, developing, and implementing consumer marketing strategies in the modern marketplace. Through readings, cases, and applications, students will study consumer behavior and the consumer decision making process with the goal of improving the multiple components of marketing strategy.

**Course Learning Goals**

* Understand and synthesize concepts and theories of buyer behavior and decision making and their application to marketing strategic and tactical decisions.
* Become familiar with some of the various methods by which consumer behavior is studied and develop an understanding of the types of conclusions that may be drawn from these designs.
* Identify social and ethical issues involving buyer behavior and organizational strategy.

**School of Business Learning Goals:**

- **Communication Skills:** Students demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
- **Quantitative Fluency:** Students demonstrate competency in logical reasoning and data analysis skills.
- **Global and Civic Responsibility:** Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge and skills in addressing these issues.
- **Intellectual Innovation and Creativity:** Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.
- **Synthesis:** Students demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.
PARTICIPATION, ATTENDANCE, AND CLASS EXPECTATIONS

I don’t want to do this alone, guys! Much of the success of this course depends on your engagement and participation—the course was purposefully designed this way given the wonderful small size of the class and the fact that the topic lends itself so well to a small interactive seminar.

To be successful in this class, you need to be prepared for each class and ready to contribute to class discussions. Please feel free to raise issues that we do not cover that are relevant and productive to the class discussion. Your assignments often include reading journal publications—you may occasionally get lost in the methodology but continue to plow through and look for what was studied, how, why, results and implications.

We have several guest speakers coming to class. First, show them professional respect. Always research them and their organizations before they arrive and be ready to ask questions as they allow during/after their presentation.

High quality participation is a large part of your grade. In class discussions, this includes questions, ideas and comments which are based on logic, evidence or data, that show curiosity or are creative, that consider ideas offered by others in the class that move the discussion forward, and that help others feel safe about participating. Questions/comments that are vague, unrelated, or disrespectful of others are discouraged and frankly unwelcome.

This class runs for just six weeks and we have a lot to cover. The class is small and a good part of your grade rests on participation. Missing only one class is the equivalent of missing over one week of a “normal semester” class. It is imperative that you attend and are on time. Absences will impact your participation grade.

This will be an “unplugged” class. Once class starts, all electronics should be turned off and put away with the exception of their use for presentation purposes or something that we need to research in class.

**ASSESSMENT DETAILS/GRADING**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I(individual)</td>
<td>15%</td>
</tr>
<tr>
<td>Group Topic Presentation</td>
<td>25%</td>
</tr>
<tr>
<td>Final Group Audit Project</td>
<td>30%</td>
</tr>
<tr>
<td>Continuous, effective/productive class readiness and participation</td>
<td>30%</td>
</tr>
</tbody>
</table>

(Your participation grade will reflect my “perception” of your readiness which includes reading all materials assigned, researching and bringing in/reporting on readings as assigned, and your class productive class participation. Failure to complete assignments and consistently participate will result in loss of up to 30% of your grade.)
<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Details</th>
</tr>
</thead>
</table>
| M 5/13 | Introduction to Course and Buyer Behavior                            | Read Syllabus before class. Discuss course structure and goals. Cognitive Model forming the framework for CB and previews of concepts to be used throughout course. Read Mothersbaugh and Hawkins (2013) Chpt 1. We will discuss External Influences (Culture, Subculture, Demographics, Social Status, Reference Groups, Family).
| W 5/15 | Internal Influences (Perception, Learning, Memory, Motives, Personality, Emotions, Attitudes, Self Concept) | We will also talk a bit about qualitative research. SELF CONCEPT ASSIGNMENT. We will begin a discussion on Consumer Decision Making. Read: Conick (2017); Mothersbaugh and Hawkins (2013) Chpt 14. Thaler’s “Mental Accounting…” or research Mental Accounting as a Topic. |
| M 5/20 | Decision Making (continued)                                         | ASSIGNMENT 1 due with your presentation in class. Be ready to discuss. |
| W 5/22 | Market Segmentation                                                  | (Using customer research to develop and evolve target market strategy). GUEST: JOHN BRICE O’BRIEN (10:00 a.m.). RESEARCH: VALS AND PRISM, Lifestyle/Psychographics. Be ready to discuss segmentation/provide examples. |
| M 5/27 | MEMORIAL DAY HOLIDAY                                                 |                                                                                       |
| W 5/29 | OFF-SITE                                                             | Topic: Authentic Brands and Luxury Brands, Segmentation RESEARCH TOPIC/DISCUSS. Le Creuset; Host: NATE COLLIER, Director of Communications; 9:10 a.m. |
| W 6/12 | Pharma, a different marketing model                                  | RESEARCH/DISCUSS PHARMA INDUSTRY. GUEST: RONDA DEAN, President and Chief Executive Officer, AFAXYS Pharmaceuticals 8:45 a.m. |
| W 6/19 | CSR and Social/Sustainable Marketing                                | READ: Murphy & Murphy, Unilever Case Study. READ: Unilever and Kraft Heinz: A global Case Study. |
| M 6/24 | Final Class                                                          | GROUP AUDIT PROJECT PRESENTATIONS. |
READINGS


   The Marketing Audit

   The Decision Making Process

Murphy, Patrick E and Murphy, Caitlin E. (2018) “Sustainable Living: Unilever,” in *Progressive Business Models* (see below), 0 263-286.


“Unilever and Kraft Heinz: A global case of corporate purpose and profits” (Source: Sustaincase, 2017)


EVERYTHING YOU HAND IN SHOULD BE TYPED, SPELL-CHECKED, GRAMMATICALLY CORRECT.

CLASS DISCUSSION ASSIGNMENTS (Be ready to discuss readings assigned or that you are to research and find. Bulleted report handed in.)
1) SELF CONCEPT: Your self concept(s): Describe yourself from a strategic marketing perspective. Describe how a specific brand could use this to develop marketing strategy to target you. Ready to discuss.
2) VALS and PRISM (Lifestyle & Psychographics). Research these. Be ready to provide and discuss them with respect to specific segmentation/product/service examples.
3) CYBER PRIVACY/SECURITY. Interview 3-5 people (older&younger). Explore concerns about “security” in the modern world of technology & impact on their purchase behavior? Your own?
4) For other Yellow assignments, research and find some academic/professional articles to report on. When indicated, share your own experiences.

GRADED ASSIGNMENTS (individual and group)
Assignment I (individual): This is based on concepts discussed in class regarding internal and external influencers, and on the decision-making process. Choose a product/service that is of interest to you for personal or professional reasons. Interview at least 5 potential consumers of this product about their consumer profile influencers, experiences and decision making over time with respect to the product/service and draw connections to course concepts. Write a brief paper (2-3 pages) relating your findings. Carefully construct your questions to reflect topics we discussed and be ready to present in class taking care to recognize CB implications to the organization targeting these consumers and the “segment/s” they would represent. Consider their relationship with this brand and how the relationship would influence the decision making over time. BE READY TO DISCUSS IN CLASS.

Final Group Audit Project: Regarding the “Consumer Behavior Audit” (handout in class). In a group of 2/3, choose an industry/product category and the brand you will work with. Conduct an audit. Based on your audit, prepare a detailed critique of the current strategic components and brand’s performance on the various components, and its overall performance. Provide recommendations you may have to improve its marketing strategy. Provide any introduction to the brand that may be needed for my understanding. (Approx. 20 typed, double spaced pages)

Group Topic Presentations: In groups of 2-3 individuals, choose a topic from below. Fully research this topic. You will make a formal class presentation on the topic and provide me with a written report....some bullets can be used but complete thoughts should be discernable. Provide background, examples, projections, etc. Full referencing (APA style), well segmented paper, professional quality. TOPICS INCLUDE:
* CSR and Social/Sustainable Marketing
* Experiential Marketing (include Augmented Reality)
* P2P Sharing Platforms