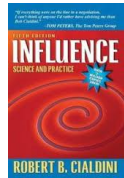


CONSUMER BEHAVIOR

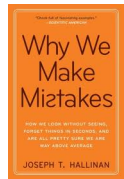
MKTG 4506 – SPRING 2016

- Professor:** Dr. Mary Steffel, Assistant Professor of Marketing
Email: m.steffel@neu.edu
- Class Location/Times:** S1: M/W 2:50 – 4:30 (Behrakis Health Sciences Cntr 030)
S2: M/Th 11:45 – 1:25 (Hayden Hall 221)
- Office Hours:** Thursdays 10:30-11:30 am and by appointment in 202F Hayden Hall
- Course Materials:** All course materials will be available on Blackboard; please check often for updates! Lecture and reading notes will be available before each lecture; please print them before class to facilitate (but not substitute for) your note taking!

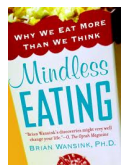
Required Texts:



Cialdini, Robert. (2009). *Influence: Science and practice*. Fifth Edition. New York: Allyn & Bacon. ISBN-13: 9780205609994.



Hallinan, Joseph. (2010). *Why we make mistakes: How we look without seeing, forget things in seconds, and are all pretty sure we are way above average*. New York: Broadway Books. ISBN-13: 9780767928069.



Wansink, Brian. (2006). *Mindless eating: Why we eat more than we think*. New York: Random House Publishing Group. ISBN-13: 9780553384482.



TED (www.ted.com) brings together the world's most fascinating thinkers and doers, who are challenged to give the talk of their lives (in 18 minutes or less).

The required texts are available at the bookstore in book format and Amazon.com in book, e-reader, and audiobook formats.

About the Instructor:

I am thrilled to be joining you all for this class in consumer behavior! I received my Ph.D. in psychology from Princeton University in 2009 and my Ph.D. in marketing from the University of Florida in 2012. My research examines consumer judgment and decision making. I conduct experiments to examine when consumers call upon others to help them make decisions, what the barriers are to accurately gauging others' preferences and effectively choosing on their behalf, and how these barriers can be overcome. To learn more, visit my web site: www.marysteffel.com.

Course Overview

A successful marketing strategy must be built around an understanding of consumers, and this same understanding can help consumers make better choices. This course introduces a framework for how to get one's ideas to "STICC," which I have developed to help consumers, researchers, and practitioners to analyze and understand consumers' thoughts, attitudes, and choices. STICC—as we will discuss in class—stands for "how to Study consumers," "how to shape Thoughts," "how to Influence attitudes," "how to impact Choices," and "how to prompt Change." This course will incorporate the latest research in psychology, marketing, and other social sciences to help you understand why consumers act as they do.

Course Objectives

Students in this course will have the opportunity to learn:

- How to effectively study consumers and successfully target the right audience.
- How to shape consumers' thoughts by effectively getting their attention, influencing their perceptions, facilitating understanding, and making a lasting impression.
- How to influence consumers' attitudes by priming consumers, persuading them, leveraging social influence tactics, and getting them to conform to expectations.
- How to impact choices by appealing to (or overcoming) consumers' intuitions, putting them in the right frame of mind, managing expectations, and improving predictions.
- How to use these insights to practice corporate social responsibility and prompt change.

Attendance Policy

You are responsible for attending class and submitting course activities and exams on time. Course activities cannot be made up, but you may miss one activity without penalty. Exams must be taken and projects must be presented at their scheduled times except in the event of an emergency or if an excused absence is arranged in advance. For an absence to be excused, you must 1) notify me of your intention to miss class via email in advance and 2) provide a legitimate reason and documentation of that reason for the absence. If class is ever cancelled, lectures will be posted online and exams will be postponed to the next class.

Classroom Conduct

You are expected to prepare for class, actively participate, and refrain from distracting others. You should read the material assigned for each class and download and/or print the lecture notes in advance. You should meaningfully contribute to class discussions and actively participate in individual and group course activities. Being late to class, checking email or Facebook, texting, or letting your phone buzz or ring during class are distracting to you, to me, and to your classmates. I reserve the right to ban laptops if their use becomes distracting.

Academic Integrity

You are expected to act in accordance with university policies regarding academic integrity, as outlined in the student handbook. Any student found to have cheated or plagiarized will be reported to the Office of Student Conduct and Conflict Resolution (OSCCR).

Additional Resources

Please let me know if you are experiencing difficulty with the course so we can work together to develop a plan to help you succeed. For students needing special assistance, contact the Disabilities Resource Center - 20 Dodge, x2675 to register for special accommodations. Additional tutorial help as well as English Language help/editing is available through the International Student Center - 405 Ell, x2310, and English Language Center - 10 Belvidere, x2455.

Course Evaluation

Grading Scale

Letter grades will be assigned as follows (Note: there will be no rounding):

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
%	> 92%	90- 92%	87- 89%	83- 86%	80- 82%	77- 79%	73- 76%	70- 72%	67- 69%	63- 66%	60- 62%	< 60%

Extra Credit

Extra credit opportunities will be offered on course activities, the course blog, and exams. I encourage you to take advantage of extra credit whenever it is offered! *Note: There will not be opportunities to receive additional extra credit by completing extra papers or projects at the end of the semester, and all extra credit opportunities will be made available to everyone.*

Exams = 60%

There will be four exams based on the lectures, readings, TED talk, and guest speaker for each part of the course (each exam = 15% of your final grade). Exams are designed to facilitate retention of the central concepts and promote application of these concepts. Exams will be closed-book and will consist of multiple choice questions and short essay questions. I will offer practice exams, study guides, and review sessions to help you prepare. *Note: Exams must be taken at their scheduled times. If extraordinary circumstances require you to reschedule an exam, you must arrange for an excused absence in advance (or receive a score of zero).*

Group Project = 20%

There will be a final group project that will require you to integrate and synthesize the course material and apply the "STICC," model to design a corporate social responsibility initiative for a business of your choosing. Detailed instructions will be provided on 3/24. Although most of the preparation for the group project will take place outside of class, you will have class time on 4/14 to prepare and get feedback on your project. The project will consist of a 1-page report and a 10-minute presentation. You will be graded on the quality of the project as a whole as well as your individual contribution as judged by your teammates, your classmates, and by me.

Participation = 20%

Active participation is a vital part of this course. Your participation grade will consist of three components: 1) course activities = 10%, 2) active engagement = 5%, and 3) marketing research experience = 5%. If you read the whole syllabus, wear green to the first class and get a reward!

Course Activities

There will be individual and group course activities administered in class throughout the semester in which you will apply insights from the readings and lectures to make strategic marketing decisions. You will receive participation points for each course activity you submit. *Note: Course activities are designed to be timely with respect to the concepts being covered in class and as such cannot be made up, but you may miss one activity without penalty.*

Active Engagement

There will be daily opportunities to actively engage in class. Attending class, coming prepared, and listening earnestly will earn you an average grade of 4/5. Only those who also regularly and meaningfully contribute to class discussions will earn full points. Arriving late, coming unprepared, checking email or Facebook, texting, letting your phone buzz or ring during class, or having side conversations during lectures is distracting you, to me, and to your classmates and will result in deductions from your participation grade.

Marketing Research Experience

Marketing data and theories depend upon the research methods used to obtain them. Thus, exposure to cutting-edge topics in marketing that are at the forefront of research in marketing, as well as the research methods used to study them, is an experience that is valuable to understanding marketing and consumer behavior.

There are two options for earning the Marketing Research Experience for this course: (1) the Study Participation Option (in online studies) OR (2) the Research Report Option. You must complete your Marketing Research Experience credit during the term in which your course meets. Your completion of the Marketing Research Experience credit (online study segments, research reports, or both) will be counted for all of the courses in which you are enrolled during a given semester. For example, if you are enrolled in both Consumer Behavior and Marketing Research, you will earn credit in both of those courses when you participate. Note: Two instances of Marketing Research Experience credit are required (i.e., to receive full credit you must participate in either two online segments (based on option (1)), write two reports (based on option (2)), or participate in one online segment and write one report). For any questions about the Marketing Research Experience study participation or research report option, please contact Bethany Russell at DMSBMarketing.sona@neu.edu.

1. *Study Participation Option:* As a student in a participating Marketing course, you have been enrolled in the DMSB Marketing Insights panel (DMSBMarketing.sona-systems.com). To complete the Marketing Research Experience, you will complete two segments of online studies during the course of the semester (approximately 1 hour total) as a member of this panel. In this role, you will act as a respondent for marketing and consumer research projects conducted by marketing faculty members (typically involving online experiments or surveys). Participation occurs outside of the regular class period. You will be notified via email announcement (via Blackboard and/or [DMSBMarketing.sona-systems](http://DMSBMarketing.sona-systems.com)) at the start of each of the two online segments. Instructional videos and PDFs for accessing the online study segments will also be available on Blackboard. Each segment of online studies will take around 30 minutes and enable participation during a 10 days window. A confirmation email will be sent to you after completion of each online study segment. Please keep a copy of these emails for your records through the end of the semester.
2. *Research Report Option:* Any student who prefers not to participate in an online segment of the DMSB Marketing Insights panel may fulfill the requirement by opting into an alternative report assignment, which involves writing a two-page report of an empirical research article from one of the following top marketing journals (*Journal of Marketing Research*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, or *Journal of Consumer Research*). The article you select should involve an empirical investigation (including a data collection effort using experiments, surveys or other methods). Your report should highlight the article's: (a) research question, (b) topic/subject matter, (c) contribution of the work to research in marketing and to marketing practice over prior work that has been conducted (and referred to in the article), (d) the methods used, and (e) key findings. Please use 12-size fonts and 1.5-line spacing. Reports should be emailed back to Bethany Russell at DMSBMarketing.sona@neu.edu.

The Marketing Research Experience will be considered as a part of your course participation grade. If a student fails to complete two online segments of studies, two alternative reports, or one online segment and one alternative report, your professor will account for this Marketing Research Experience deficit in the participation portion of your course grade.

CONSUMER BEHAVIOR: HOW TO GET YOUR IDEAS TO...

HOW TO **S**TUDY CONSUMERS

1/11	Introduction	
1/14	Research Methods	Wansink Introduction & Ch. 1
1/18	Martin Luther King Day	
1/21	Segmentation	Wansink Ch. 7, Hallinan Ch. 9
1/25	Psychographics	Wansink Ch. 8 & Appendix B
1/28	GUEST SPEAKER	TED: Ben Goldacre
2/01	Exam 1	

HOW TO SHAPE **T**HOUGHTS

2/04	Attention	Wansink Ch. 2, Hallinan Ch. 5 & 7
2/08	Perception	Wansink Ch. 3, Hallinan Ch. 1
2/11	Learning	Wansink Ch. 6, Hallinan Ch. 11
2/15	President's Day	
2/18	Memory	Hallinan Ch. 2, 8, & 12 TED: Daniel Kahneman
2/22	Exam 2	

HOW TO **I**NFLUENCE ATTITUDES

2/25	Priming	Wansink Ch. 4 & 5
2/29	Persuasion	Cialdini Ch. 1
3/03	GUEST SPEAKER	TED: Amy Cuddy
3/07	SPRING BREAK	
3/09	SPRING BREAK	
3/14	Influence	Cialdini Ch. 2, 3, & 4
3/17	Conformity	Cialdini Ch. 5, 6, & 7
3/21	Exam 3	

HOW TO **I**MPLY **C**HOICES

3/24	Intuition Group Projects Distributed	Hallinan Ch. 3
3/28	Construal	Hallinan Ch. 6 TED: Dan Ariely ("Are We in Control...?")
3/31	Expectations	Hallinan Ch. 4 & 10
4/04	Prediction	Hallinan Ch. 13
4/07	Exam 4	

HOW TO **P**PROMPT **C**HANGE

4/11	Prompting Change Group Time	Wansink Ch. 9
4/14	Group Projects	