

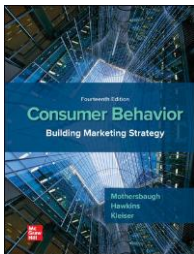
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Course Overview

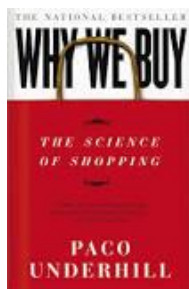
Contemporary approaches to business emphasize the importance of adopting a consumer focus. Marketing, in particular, begins and ends with the consumer – from determining his or her needs to ensuring post-purchase satisfaction.

The primary goal of this course is to enhance your understanding of consumer behavior. By the end of the course you will be knowledgeable about consumer psychology and ways of better meeting people's needs. During this process, you will come to better understand yourself as a target of marketing influence. You will also appreciate how an understanding of consumer psychology can be used to develop powerful marketing techniques and tactics. The course also aims to provide an important competitive advantage: an ability to see how to have an impact on consumers, and hence a talent for making more insightful business decisions.

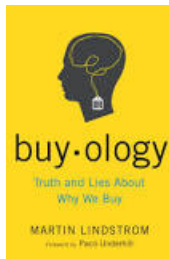
Required Texts



Consumer Behavior: Building Marketing Strategy, 14th Edition,
Mothersbaugh, Hawkins, & Best; McGraw-Hill, 2020. ISBN #9781260158199



Why We Buy- The Science of Shopping - Updated and Revised for the Internet, the Global Consumer, and Beyond, Paco Underhill, Simon and Schuster, 2008.
ISBN: #1416595244



*Buy*ology – Truth and Lies About Why We Buy*, Martin Lindstrom,
Doubleday, 2008. ISBN: # 978-0385-52388-2

Course Objectives

1. Gain knowledge of theoretical and managerial frameworks that will help students analyze and understand customer behavior.
2. Develop an appreciation for the important role that primary and secondary research plays in understanding customer behavior.
3. Improve written communications skills through written assignments.
4. Review the potential impact of emerging technologies on customer behavior.
5. Consider consumer motivators, especially how “green” and sustainable products may influence the buying decision.
6. Understand the cultural impact on our shopping behavior.

Grading:

Case Studies (3)	30%
Business Audit (3-5 pages)	15%
Reflective Synthesis paper - <i>Why We Buy</i> and <i>Buy*ology</i>	15%
Individual Behavior Journal/Analysis	10%
Discussion board	15%
Final Exam	15%

Course Requirements:

All written assignments must be typed and double-spaced. Please proof your work carefully and use appropriate punctuation and grammar. You may be penalized one letter grade if your work is difficult to read because of careless proofing, inappropriate punctuation, or other grammatical errors.

- **Business Audit**

Visit a consumer goods store of your choice, keeping your mind open to all sensations that might attract or lose new customers.

Make a list of what you see, hear, taste, smell, and feel during your visit. What does the store look like? What did you hear? What do you smell? What sorts of patrons does it attract? What sort of mood has been created? Compared to other similar businesses, what is especially attractive or unattractive about this one? What can you buy? What is its quality? Prices? What do you observe about the way patrons interact with the merchandise? The personnel? Have they done a good job at creating a “total experience” for their customers or are there aspects lacking? If you were asked to give feedback to the store manager on what he or she could do to improve the customer experience, what would you recommend?

- **Reflective Synthesis Paper**

After reading Paco Underhill’s, *Why we Buy*, and Martin Lindstrom’s *Buy*ology*, write a 7-10 page paper highlighting not only key concepts and findings from each book but reflecting on how the content of the two interrelate, as well as your reactions to them based on learning from your textbook and other readings. If references to materials other than the book are made, please document your sources using the APA method of documentation.

- **Individual Behavior Journal/Analysis**

Keep track of your own spending habits and the effect marketing has on you through a spending journal. Identify a two week period during the semester where you log all of your expenditures, planned as well as impulse purchases. Include the following information about each purchase:

- Item(s) purchased
- Store where purchased
- Approximate amount spent
- Was the purchase planned or was it an impulse buy?
- If impulse, why did you buy it now? (Appealing display? Remembered an ad? A friend persuaded you? Packaging? Point of purchase display? Store atmosphere particularly appealing? Persuasive salesperson? Other?)
- If planned, did you spend more money than you expected to spend?
- What were your emotions while you were shopping? Were you tired, happy, depressed, angry, bored?
- Did you consider “green” or organic product options?

At the end of the two week period, write an assessment of your overall shopping behaviors in a reflective paper. Are you more of an impulsive shopper than a planned spender? Do you tend to buy on sale or full price? Did you compare prices? Did you look at generic versus branded merchandise? Do you shop when you are

emotional or bored, or only when you really need something? How aware are you of the store's atmosphere – music, smells, décor? How important to you (and your desire to spend) is it? As you explore these various aspects of your personality and how it relates to your shopping behavior, what would the ideal store look like and the ideal experience be if a marketer really wanted to target **YOU**?

- **Case Studies**

Three case studies will be assigned to help unify concepts from the textbook with practical application. These will be written answers to the questions at the conclusion of each case, and will be submitted through Blackboard for evaluation.

- **Discussion Board**

Each week you are required to actively participate in the discussion board topic for the week. The minimum requirement is one response to another student's post to meet minimal expectations for the discussion, and it's not just the length of the response, but the quality of your response as well. Your responses to others' posts should be thoughtful and contribute to the conversation, going beyond simple agreement or disagreement. Saying "I agree" or "I like Sara's idea" is not sufficient. What specifically do you agree with, and why? What is it about Sara's idea that resonates with you?

Purchase of Texts

You may purchase your books through the Mary Baldwin College Bookstore, other local bookstores, or on-line services such as Amazon.com or BarnesandNoble.com.

Plagiarism

Refer to the Mary Baldwin College Policy.

Extended Time (ET) Policy

Unless it is an extreme circumstance, **no** ET's will be available for this course.

Buad 362L-WA
Course Schedule - Spring 2021

Course Sequence		
Due Dates	Reading(s) due by class	Written Assignments and Discussions
Week of		
Jan 11		BB - Student Introductions
Jan 18	Module 1- Consumer Behavior & Marketing Strategy	Text: Introduction and Chapter 1 BB Discussion Topic #1 – How Do We Make Decisions?
Jan 25	Module 2 –Cross Cultural Differences	Text Chapter 2 BB Discussion Board Topic #2 – When Does Culture Matter in Marketing?
Feb 1	Module 3 – Values	Text: Chapter 3 BB Discussion Topic #3 – When Marketing Reflects Society
Feb 8	Module 4 – Demographic/Social Stratification	Text: Chapter 4 BB Discussion Topic #4 – The Generation Gap
Feb 15	Module 5 – Subcultures	Text: Chapter 5 BB Discussion Topic #5 – When the Line Gets Blurred
Feb 22	Module 6- Families & Households	Text: Chapter 6 <i>Case # 1 – CVS Caremark Discontinues the Sale of Tobacco Products, pp 255-257</i>
March 1	Module 7 – Group Influences	Text: Chapter 7 BB Discussion Topic #6 - The Influence of Group Think
March 8	Module 8 – Perception, Learning, & Memory	Text: Chapter 8 and Chapter 9 BB Discussion Topic #7 – What’s In A Name?
March 15	Module 9 – Motivation, Personality, & Emotion	Text: Chapter 10 BB Discussion Topic #8 – Meet My Friend, Brand X
March 22	Module 10 – Attitudes and Lifestyle	Text: Chapter 11 and Chapter 12 <i>Case # 2 - Patagonia’s Eco-Fashion Push pp 444-446</i>
March 29	Module 11 – Influences & Process	Text: Chapter 13 and Chapter 14 Individual Behavior Journal/Analysis due
April 5	Module 12 – Information Search & Selection	Text: Chapter 15 and Chapter 16 BB Discussion Topic #9 – Building a Brand Through Sensory Appeal Business Audit due
April 12	Module 13 – Outlet Selection & Purchase	Text: Chapter 17 <i>Case #3 – Target Resists the Christmas Creep pp 658-659</i>
April 19	Module 14 – Postpurchase Satisfaction	Text: Chapter 18 BB Discussion Topic # 10 – After The Sale

		Reflective Synthesis Paper due
April 19		BB – Final Thoughts on the Course Final Exam due