

**Marketing**  
**Course Number: 29:630:374**  
**Course Title: Consumer Behavior**

**COURSE DESCRIPTION**

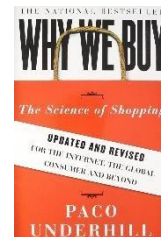
Consumer behavior is very much based on psychology and marketing. There are few absolute truths in either domain (this is not physics, there is no “Newton’s Law of CB”). Instead, we will talk about trends and probabilities that describe human behavior. If consumer behavior was easy to explicate, then all products would sell as projected, all ads would be effective, economies would be efficient, and marketing would be a simple prospect. In reality, consumers are frustratingly human: irrational, emotional, and difficult to predict. This course is designed to give you, the student, an overview of consumer behavior and is intended to acquaint you with both what it means to be a consumer in a market-oriented society and what, as a marketer, you need to know to understand the role of meeting the consumer’s needs in the development of marketing strategy. To this end, we will explore processes involved in consumption and ways in which we, as marketers, are better able to predict and influence behavior

**COURSE MATERIALS**

1. Book 1: Text Book: Hoyer, W. D., MacInnis, D. J., & Pieters, R.  
Consumer behavior 7<sup>th</sup> Edition. Australia: South Western Cengage Learning.

ISBN-10: 1305507274 | ISBN-13: 9781305507272

2. Book 2: The other book is a popular book written by **Paco Underhill**, **Why We Buy**. It can be purchased at the university bookstore or on Amazon for about \$10. Used copies may also be purchased online. **PLEASE BUY THE UPDATED AND REVISED VERSION FOR INTERNET AND GLOBAL CONTEXT**



Additional Readings: will be posted to canvas

Lecture Notes: will be posted to canvas before class time

Individual Assignments (IA): Details will be posted on canvas

Group Assignments (GA): Details will be posted on canvas

## LEARNING GOALS AND OBJECTIVES

- This course is designed to help students develop skills and knowledge in the following area(s):

- Students will develop their knowledge of consumer behavior concepts and apply them to practical marketing problems.
- Students will develop their ability to deliver clear, concise and convincing oral and written business communication.

- Students who complete this course will demonstrate the following:

- Successful students will demonstrate their strategic knowledge of consumers' decision processes and the factors that influence these processes.
- Successful students will demonstrate their ability to evaluate alternative marketing strategies.

- Students develop these skills and knowledge through the following course activities and assignments:

- Successful students will actively participate in class discussions that utilize both their knowledge of consumers' decision processes and marketing strategic concepts
- Individual and group assignments will require students to utilize both their knowledge of consumers' decision processes and marketing strategic concepts.
- Exams will test students' ability to utilize both their knowledge of consumers' decision processes and marketing strategic concepts.

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## PREREQUISITES

The prerequisite for Consumer Behavior is Introduction to Marketing (29:630:301).

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## ACADEMIC INTEGRITY

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, "On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment." I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don't let cheating destroy your hard-earned opportunity to learn. See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

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## ATTENDANCE AND PREPARATION POLICY

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send me an email with full details and supporting documentation within 3 days of your first absence.

If you miss two or more classes without informing me in advance and without good reason, your participation grade will be reduced up to a full letter grade. For example, if you are a B+ student in class participation and you miss two classes (without informing me or without a valid excuse), the best participation grade you can earn is a C+. Miss four classes and your grade will be an “F” for class participation. I do understand that there are circumstances that may require you to miss a class so informing me in advance will help you here, but does **NOT** remove your responsibility for all assigned work.

- For weather emergencies, consult the campus home page. If the campus is open, class will be held.

- Expect me to arrive on time for each class session. I expect the same of you. If you are going to be tardy, then please notify me via e-mail along with the reason for your lateness.

- Expect me to remain for the entirety of each class session. I expect the same of you. If you are going to leave early, then please let me know in advance the reason before class starts so as to minimize disruption to the rest of class.

- Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared.

- Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.

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## CLASSROOM CONDUCT

Please adhere to professional behavior in class. **Cellphones and other electronic devices should be shut off during class.** Also refrain from texting, chatting, checking Facebook or Twitter, reading the newspaper, wearing headsets, etc.

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## EXAM DATES AND POLICIES

There are 2 exams in this course. Exams will take place during class time. All of the exams will include material from the textbook, classroom discussion, and any supplemental material provided by the instructor. You are responsible for all material in the text, even if we do not cover it in class.

It is the student's responsibility to bring pencils to each exam. All exams must be taken in class at the scheduled time. Barring an EMERGENCY, you **MUST** be here on those dates or you will receive a zero (0). Trust me, a true emergency is very rare. If one does occur, we will discuss it at that time.

**INDIVIDUAL ASSIGNMENTS (IA):** Details will be given in class when it gets closer to the due date for each assignment. While there may be some exception (which I will communicate), most assignments will be turned in **BOTH** in hard copy to me during class AND as a soft copy to Canvas.

**CLASS ASSIGNMENTS:** There will be class assignments throughout the semester. For these assignments, the class is broken up into small groups and given a project to work on together during the class period. You may form your own groups for each assignment. Groups may change or stay the same throughout the semester (it is up to you). For all three group assignments, you will be asked to write up the solution your group develops to turn in at the beginning of the following class period. One assignment will be turned in per group. The assignment must be typed. **If you miss a day when we do group work, your name will not be on the write-up and you will not receive credit for that group assignment.**

### **WHY WE BUY PROJECT (Group Project)**

Students are required to read the book, *Why We Buy*, by Paco Underhill. The author is an industry expert specializing in behavioral aspects of consumer retail and public environments. After reading the book, students will analyze a retail environment of their choice in the context of Underhill's book. Students may select one retailer, or compare one or more retailers selling similar types of goods. The major points in the book should be described and discussed (location, transition zone, traffic flow, crowding, accessibility, shopper demographics, signage, checkouts, etc.), relating back to **both CB** and *Why We Buy*. I suggest that you make a point of really observing consumers in a store environment, as well as noting your own behavior. Papers should run 10-15 pages, double-spaced. Also, group presentations are scheduled for the last class of the semester.

**Grading Criteria:**

- Identification of major points and supporting examples 80
- Analysis and critique of issues raised, including suggestions for fixing these issues 40
- General writing style: 20
- Presentation: 20
- Questions assignments: 30 (15 + 15)
- Short report: 10

**TOTAL: 200**

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## **GRADING POLICY**

Course grades are determined as follows:

A. Individual assignments/HW .....	150
B. Final project: Why We Buy Project (write up):.....	200
C. Participation:.....	150
Quizzes:.....	100
E. Tests (40%) <input type="checkbox"/> 10% of the lower test and 30% of the higher test:.....	400

TOTAL: 1000

**Grading System:**

The points earned from the tests and assignments will be totaled and compared to the following standard to determine your final grade.

<b>Grade</b>	<b>Percent</b>
A	90-100
B+	85-89.99
B	80-84.99
C+	75-79.99
C	68-74.99
D	60-67.99
F	59.99 or below

**LATE ASSIGNMENTS:** will receive a maximum of half the available points. Assignments that are over a week late will not be accepted and will receive a zero.

**ATTENDANCE & PARTICIPATION:** Being in class and actively participating in your learning is an integral part of retaining knowledge and is the corner stone of creating a interesting and meaningful class environment. You should attend class regularly and be on time. Be prepared to ask and answer questions. From time to time, you may be called upon to answer questions on the day’s material. Therefore, it is to your benefit to come to class prepared. The class meetings will be a combination of lecture, class exercise and discussion. I strongly encourage each of you to participate actively during our class discussions. One way to participate is to provide your opinion about answers to the questions that others pose. However, asking questions is as important to the learning process as having answers (e.g., OK, I understand the distinction between these two concepts, but how would we actually implement this?). Note that, you can be a participant in class discussion even if you are not present by sending your thoughts, responses and questions to me prior to class.

Students are expected to attend each class session. If you must miss a class session for any reason, I expect you to make every effort to notify me prior to the class meeting.

**ATTENDANCE IS NOT EQUAL TO PARTICIPATION.** Participation grades will be based on the instructor’s observation during the lectures and discussions. Both the quality of your comments (and questions) and frequency of your comments are important.

**NOTE on Grade grubbing:** Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.

## COURSE SCHEDULE

Week	Topic	Reading Due	Assignment Due
1	Introduction and Syllabus What is CB?	Ch. 1 and 2	
2	Motivation and Personality	Ch. 2 and Ch.3	
3	Exposure, Attention, Positioning and Perception	Ch. 2 and Ch.3	
4	Consumer Learning	Ch. 4	<b>Perception Map Assignment due: ()</b>
5	Research Methods / Marketing Research		<b>Project questions assignment-1 due: ()*</b>
6	Project time/Why We Buy Consumer Attitudes	Ch. 5 and Ch.6	<b>Qualtrics Survey Assignment due: ()</b>
7	TEST 1		
8	Consumer Attitudes	Ch. 5 and Ch. 6	<b>Project short report: due ()**</b>
	<b>NO CLASS</b>	<b>0</b>	
9	Decision Making	Ch. 5, Ch. 6, Ch. 8 and Ch. 8	Decision Rules Mini Case

10	Decision Making Social Media and WOM	Ch. 5, Ch. 6, Ch. 8 and Ch. 8	
11	Branding/Brand personality		<b>Project questions assignment-2 due: () ***</b>
12	<b>Project update</b> Culture/Sub Culture/Global Marketing	Ch 12-13-14	
13	Culture/Sub Culture/Global Marketing	Ch 12-13-14	
14	Ethics in CB	Ch 17	<b>Group Report Due: ()</b>
15	<b>FINAL EXAM</b>		<b>Please check Rutgers Final Schedule</b>

\* As a team, you will prepare 3 questions/answers per chapter for the first 8 chapters of Why We buy book: Total 24 questions and 24 answers. Please refer canvas for details.

\*\* First half of the book (end of chapter 8) should be covered by the deadline and it will be discussed within the group. Group will finalize the company they will work on and give a short report which includes a short paragraph about the company and their reasoning for choosing this company with applications from the book (3-4 pages).

\*\*\* As a team, you will prepare 3 questions/answers per chapter for chapters 9-18 chapters of Why We buy book: Total 27 questions and 27 answers. Please refer canvas for details.

#### OPTIONAL READING LIST:

Article	Source
<b>Unsweetened</b>	Bloomberg Businessweek
<b>The mind's eye</b>	Bloomberg Businessweek
<b>The psychology behind Black Friday and why it will never go away</b>	Money
<b>Research: How investors' reading habits influence stock prices</b>	Harvard Business Review
<b>Motivating machines</b>	Consumer Reports
<b>Marketing's law of one</b>	Adweek
<b>Grandiose, narcissistic, impulsive e-personalities — and what they might do to the economy</b>	Harvard Business Review
<b>Ethical shoppers don't inspire us</b>	Harvard Business Review
<b>Track customer attitudes to predict their behaviors</b>	Harvard Business Review
<b>The people have spoken and they know exactly how they want to be marketed</b>	Adweek

<b>What really makes customers buy a product</b>	Harvard Business Review
<b>Why customers don't buy</b>	Harvard Business Review
<b>The algorithmic CEO</b>	Fortune
<b>The new science of customer emotions</b>	Harvard Business Review
<b>The digital you is already living in the cloud, applying for credit cards</b>	Newsweek
<b>Online in store: Merge!</b>	Fortune
<b>Which social network makes your customers buy?</b>	Harvard Business Review
<b>Design it yourself revolution</b>	Popular Mechanics
<b>Want to understand your customers? Go psycho.</b>	Harvard Business Review
<b>How to market to the iGeneration</b>	Harvard Business Review
<b>A historical review of R. J. Reynolds' strategies for marketing tobacco to Hispanics in the United States</b>	American Journal of Public Health
<b>For Chandon in China, a kick from champagne</b>	Bloomberg Businessweek
<b>Rental Nation</b>	Time
<b>Make a good impression in 30 Seconds</b>	Harvard Business Review
<b>Consumer warning labels aren't working</b>	Harvard Business Review
<b>What to say to customers (when you don't know what to say)</b>	Harvard Business Review

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## SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](http://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]



If you seek **religious accommodations**, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of **gender or sex-based discrimination or harassment**, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: [https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7) . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]