

Course Number: MGMT 480
Course Title: Consumer Behavior
Semester & Year: Spring 2016
Classroom: ASM 1017
Meeting Time/Days: TR 2:00 – 3:15PM
Instructor: Dr. Brian Gillespie

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Office Hours: TR 10:00am – 12:00pm,
and by appointment

PURPOSE AND METHOD

Consumer Behavior (MGMT 480) is offered to students who are interested in learning and applying behavioral concepts in traditional marketing environments. It is intended for those with an interest in psychological processes associated with consumption decisions and assumes that students have completed MGMT 322.

COURSE OBJECTIVES

MKTG 480 is designed to offer a conceptual framework for the consumer behavior domain — including consumer cognitive, affective, conative, and motivational processes — and an introduction to applicable theoretical foundations. Upon course completion, students should be proficient in a basic behavioral-centric nomological network, and possess the ability to apply relevant topics to business scenarios and their own consumption experiences.

TEXT AND/OR OTHER READINGS

Hanna et al. (fourth edition) “Consumer Behavior: An Applied Approach,” Kendall Hunt Publishing. (Required/Recommended)

Ariely, Dan (revised and expanded edition) “Predictably Irrational,” Harper Perennial Publishing. (Required)

PERFORMANCE MEASURES and GRADING*

What is Consumer Behavior? At the beginning of the semester each student will be required to submit an assignment answering the question “What is Consumer Behavior?” The assignment should detail, in their own words, the answer to the following questions. What is consumer behavior, why do we study it, and how do we apply it? No research or sources are required, just an account of what the student thinks consumer behavior is, and what can be done with it.

Predictably Irrational A portion of the course grade will be based upon the reading assigned from “Predictably Irrational.” This grade will be determined by the instructor based up the quality of class discussions resulting from the readings.

Examinations Exams are designed to test your knowledge of material presented in lectures, class discussions and reading assignments. Exams also help determine your ability to integrate concepts and think critically. Exams will require analysis and integration of course materials, so it is important that you participate in class and keep up on assigned reading. The exams are not cumulative. For an extra two points on the first exam, type the quote “Live every week, like its shark week.” under your name on your “what is consumer behavior?” paper. For a third point, tell me where the quote is from, and who said it. **Unless prior arrangements are made, missed exams and assignments will be given a score of zero, without opportunity for make-up.**

Assignments	Points
What is CB?	20
Predictably Irrational	80
Exam 1	100
Exam 2	100
Final Exam	100
Total	400

GRADING SCALE*

94 – 100 %	A	77 – 79 %	C+	Below 60%	F
90 – 93 %	A-	73 – 76 %	C		
87 – 89 %	B+	70 – 72 %	C-		
83 – 86 %	B	67 – 69 %	D+		
80 – 82 %	B-	60 – 66 %	D		

TENTATIVE CLASS SCHEDULE*

Date	Session	Topic	Assignment Due	Readings
Tuesday 1/19	1	Course Introduction		
Thursday 1/21	2	Introduction to consumer behavior and consumer research	What is CB?	Hanna Ch. 1
Tuesday 1/26	3	Consumer segmentation, targeting and brand positioning		Hanna Ch. 2
Thursday 1/28	4	Predictably Irrational		Ariely intro + Ch. 1
Tuesday 2/2	5	Information Processing – exposure, attention and sensation		Hanna Ch. 3
Thursday 2/4	6	Predictably Irrational		Ariely Ch. 2 + 3

Tuesday	2/9	7	Cognition – retrieval, knowledge structures and understanding		Hanna Ch. 4
Thursday	2/11	8	Predictably Irrational		Ariely Ch. 4 + 5
Tuesday	2/16	9	Cognition – Learning and memory		
Thursday	2/18	10	Predictably Irrational		Ariely Ch. 6 + 7
Tuesday	2/23	11	Exam I Review		
Thursday	2/25	12	Exam I		
Tuesday	3/1	13	Attitudes – central processing		Hanna Ch. 5
Thursday	3/3	14	Attitudes – peripheral processing		
Tuesday	3/8	15	Predictably Irrational	P.I. Study Brainstorm paper	Ariely Ch. 8 + 9
Thursday	3/10	16	Motivation – motivation, ability and opportunity		Hanna Ch. 6
Tuesday	3/15	17	Spring Break		
Thursday	3/17	18	Spring Break		
Tuesday	3/22	19	Personality and Individual Differences		Hanna Ch. 7
Thursday	3/24	20	Judgment and Decision Making		Hanna Ch. 8
Tuesday	3/29	21	Exam II Review		
Thursday	3/31	22	Exam II		
Tuesday	4/5	23	Predictably Irrational		Ariely Ch. 10 + 11
Thursday	4/7	24	Persuasion – traditional techniques and PKM		Hanna Ch. 10
Tuesday	4/12	25	Persuasion – group influences, social norms, and mimicry		Hanna Ch. 12
Thursday	4/14	26	Persuasion – narrative		
Tuesday	4/19	27	Predictably Irrational		Ariely Ch. 12 + 13
Thursday	4/21	28	Predictably Irrational		Ariely Ch. 14 + 15
Tuesday	4/26	29	Predictably Irrational Study		
Thursday	4/28	30	Predictably Irrational Study		
Tuesday	5/3	31	Ethical considerations in Consumer Behavior		
Thursday	5/5	32	Final Exam Review		
Tuesday	5/10	33	Final Exam (10:00AM – 12:00PM)		

JOHNSON MARKETING LAB

The Rick and Debbie Johnson Marketing Lab is a state-of-art facility that will enhance your educational experience in this course. In addition to five workstations with specialized design and marketing research software, amenities include collaborative learning pods, teleconferencing and videoconferencing capabilities, and a LCD presentation system. The tools in the lab are the same ones used by blue-chip multinational corporations, advertising agencies and media companies to conduct in-

depth analysis of markets, and develop and execute integrated marketing communication campaigns.

Only authorized students with a legitimate purpose are allowed to use the lab. The facility is protected by a monitored access control and alarm system. The access code this semester is **1610**. Under no circumstances are students enrolled in this course allowed to share the code with non-authorized individuals, including other marketing students. Doing so will result in loss of access privileges to the lab and may result in disciplinary action by the university.

The Johnson Marketing Lab will maintain the following hours during the semester:

<i>Monday—Thursday</i>	<i>8:00 a.m. to 10:30 p.m.</i>
<i>Friday</i>	<i>8:00 a.m. to 5:00 p.m.</i>
<i>Saturday</i>	<i>Noon to 5:00 p.m.</i>
<i>Sunday</i>	<i>Closed</i>
<i>Breaks/Holidays</i>	<i>Closed</i>

ACADEMIC INTEGRITY

Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge:

I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.

Any violation of the code of conduct will be taken very seriously and appropriate sanctions will be applied. FOR FULL TEXT OF ANDERSON'S ACADEMIC HONESTY CODE, please visit <http://www.mgt.unm.edu/honesty>

MARKETING STUDENT PROFESSIONAL CODE OF CONDUCT

The marketing faculty has created this Student Code of Conduct to support a productive and stimulating learning environment in all marketing classes. The code is designed to help ensure a positive atmosphere and support the vast majority of students who currently exhibit the professional standards detailed below.

Students should exhibit *professional values and behavior* in activities related to their education by demonstrating trust, respect and common courtesy for their classmates and professors by engaging in ***professional classroom*** conduct, such as

- not text messaging reading email, or 'surfing' the web during class
- turning off cell phones during class
- not listening to MP3 players in class
- not departing the room to respond to text or cell phone calls
- avoiding unnecessary talking
- not reading outside material in class

- not working on other class assignments while in class
- complying with class instructions for laptop use

and contributing to a *positive learning environment*, such as

- completing all assigned readings prior to the class period
- arriving, attending and departing class in a professional manner
- taking responsibility for team and individual assignments
- fulfilling team obligations by showing up on time and being prepared
- developing cooperative relationships with other students and faculty
- being prepared to respond to questions or provide examples when asked
- asking for clarification on projects, assignment, and deadlines in class (if you have a question, others will, too).

ADA Statement

Reasonable accommodation will be given to any individual with a legitimate disability. Please contact the instructor privately for arrangements. If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.

*The schedule, course requirements and grading scale are subject to change at the discretion of the instructor.