



Standard Course Outline

MKTG 668 Seminar in Consumer Behavior

1. **General Information:**

- Units: 3 credits
- Prerequisites: MBA Standing
- Course Coordinator: Risto Moiso, Ingrid Martin, Chair
- Date Prepared: October 2012

2. **Catalog Description:**

Topics in the behavioral sciences as they apply to marketing. Application of psychological, sociological, anthropological, and economic theories and models to the understanding of consumer behavior and the development of marketing strategy.

3. **Course Learning Objectives:**

- **Learning goals – Critical Thinking:** Students will demonstrate conceptual learning, critical thinking, and problem solving skills of consumer behavior and marketing. They will demonstrate this set of skills by:
 - (a) Analyzing the various influences on consumer behavior processes
 - (b) Analyzing how marketers affect consumer behavior processes.
- **Learning Goal – Ethics:** Students will understand the larger ethical and social responsibility consequences of marketing practices around the world, especially in emerging markets, and will make marketing decision using ethical, legal, and socially responsible choices.
- **Learning Goal – International Marketing Functions:** Students will demonstrate an ability to understand key international marketing concepts including standardization v. adaptation of the marketing mix and international market segmentation.
- **Learning Goal – Application:** Students will demonstrate an ability to create a detailed marketing plan and implementation schedule for a company operating in foreign markets, or critically evaluate existing marketing strategies and tactics.
- **Learning Goal – Communications and Presentation:** Students will demonstrate that
 - (a) they can communicate effectively among team members to develop a team-prepared written project and
 - (b) they can make a persuasive, effective oral and written presentation of their project.

NOTE: The program level learning objectives are not assessed in MKTG 668.

4. **Outline of Subject Matter:**



This is a listing of the subject matter that must be covered in this course. It does not preclude other topics that are part of the Marketing area or the depth of some topics. Multiple-choice exams are not allowed. All written individual and team assignments must be submitted through plagiarism detection software programs such as Turnitin. The possibilities include case analyses, essay exams, projects, and other more advanced testing techniques that allow the professor to evaluate the student’s achievement of the course learning goals. **Examples** of textbooks and additional readings used for this course include the following:

- Consumer Behavior, Hoyer and MacInnis, latest edition.
- Consumer behavior and marketing strategy, Peter and Olson, latest edition
- Research project integrating consumer behavior insights and marketing managerial problems
- Advanced cases such as Harvard, Ivey School, and Stanford cases.
- Readings from books such as Cultural Strategy (Holt and Cameron), Predictably Irrational (Ariely), How we know what isn’t so (Gilovich), Why Smart People Make Big Money Mistakes (Belsky & Gilovich), Outliers, Blink, The Tipping Point (Gladwell), Mindless Eating (Wansink).

	Topics and examinations:
1	Conscious and Nonconscious processes
2	Consumer Research
3	Motivation, Involvement and Goals
4	Knowledge and Memory
5	Attitudes and Persuasion
6	Exposure, Attention, and Perception
7	Social Influence
8	Judgment and Decision making
9	Consumer Identity, Lifestyles and Consumption Subcultures
10	Product/Brand Symbolism and Consumer Behavior

5. Instructional Policies¹:

- Grading Policy:
 - Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade. See academic senate policy (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/)

¹ Please refer to the most recent university instructional policies.



- Policy on Classroom Behavior:
 - All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
 - Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exam and Assignments" below.
 - Talking and other disruptive behavior are not permitted while classes are in session.
 - Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below.
 - It is the student's responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- Policies on Withdrawal, Late Withdrawals, and Incompletes:
 - The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.
- Academic Integrity:
 - Students are expected to do original work for all assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials. Students are expected to adhere to CBA (<http://www.csulb.edu/colleges/cba/dean/academic-integrity/>) and University policies regarding Academic Integrity (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/). Please avoid an embarrassing or unfortunate situation.
- Campus Computer/Network Usage:
 - Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the "Policy Governing Access to and Use of CSULB Computing Resources". These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.
- Disabilities:
 - Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.