

CONSUMER BEHAVIOR

MKTG 4506 – SPRING 2018

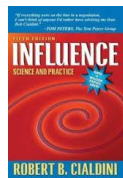
Professor: Dr. Mary Steffel, Assistant Professor of Marketing | 202F Hayden Hall
Email: m.steffel@northeastern.edu | Office Hours by appointment

Teaching Assistant: Kaleem Ahmid
Email: ahmid.k@husky.neu.edu | Office Hours by appointment

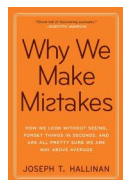
Class Location/Times: S1: T/F 1:35-3:15 | S2: T/F 3:25-5:05 (430 Dodge)

Course Materials: All course materials are available on Blackboard. Lecture and reading notes will be posted before each lecture.

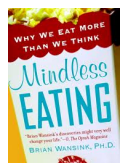
Required Texts:



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.

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

Course Overview

A successful marketing strategy must be built around an understanding of consumers, and this same understanding can help consumers make better choices for themselves and for society. This course will incorporate the latest research in psychology, marketing, and other social sciences to help you develop evidence-based strategies for changing consumer behavior.

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.

Performance Evaluation

Your performance in this course will be evaluated based on:

- Exams = 50%
- Final Project = 30%
- Participation = 20%

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%

Exams = 50%

There will be two exams based on the lectures and readings (each exam = 25% of your 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).*

Final Project = 30%

There will be a final group project that will require you to integrate and synthesize the course material and apply the "STICC," model to develop a marketing plan for a socially responsible initiative on behalf of a real client. The project will consist of two components:

1) Research Report = 10% (due 3/02): You will conduct primary and secondary market research that will inform your marketing plan. You will submit a 1-2 page research report and slidedeck summarizing your findings and key takeaways.

2) Marketing Plan & Presentation = 20% (due 4/17): You will write a marketing plan for a socially responsible initiative for your client. You will submit a 1-2 page marketing plan and slidedeck and give a 10-minute presentation. You will be graded on the quality of the project as a whole as well as your individual contribution.

Participation = 20%

Participation is a vital part of this course and will consist of three components: 1) course activities, 2) active engagement, and 3) marketing research experience.

1) Course Activities = 10%

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 covered in class and as such cannot be made up, but you may miss one activity without penalty.*

2) Active Engagement = 5%

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.

3) Marketing Research Experience = 5%

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 the marketing discipline, as well as the research methods used to study them, is an experience that is valuable to understanding marketing and consumer behavior.

We ask that you take your time in completing these studies. They are an important part of faculty research. Not only do these studies help build the knowledge base of your expert faculty to pass on to you in the classroom, but published research also helps boost our school's rankings. An increase in school rankings improves the value of your future diploma.

There are two options for successfully completing the Marketing Research Experience for this course: 1) The Study Participation Option (in online and in-person studies) and/or 2) the Research Report Option. Please note: three instances of Marketing Research Experience credit are required; therefore, to receive full credit you must participate in either three segments of studies, write three reports, or participate in any combination of study segments and research reports to complete three credits (e.g., two segments and one research report). Alternative research reports are due within 10 days after the end of each segment (see segment dates below). Your completion of the Marketing Research Experience credit (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 (you DO NOT need to complete three credits in each course). For any questions about the Marketing Research Experience study participation or research report option, please contact Bethany Russell at DMSBMarketing.sona@neu.edu, NOT your professor.

- 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). You will receive an email from DMSB Marketing Insights with your unique log-in information. To complete the Marketing Research Experience, you can complete three segments of studies during the course of the semester (approximately 45 minutes each) 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 in these studies occurs outside of the regular class period. You will be notified via email announcement (via Blackboard and DMSB Marketing Insights Sona Systems) at the start of each of the three segments. Instructional videos and PDFs for accessing the online study segments will also be available on the Blackboard site for your course. You will have a 10-day window to complete each segment of studies.
- The first two segments will be done in a pure online environment where you can log in and answer the surveys anytime during the stated 10-day window (approximately 45 minutes each).

- The last segment will be conducted in-person in a computer lab (details to follow). You will be required to sign up for a time slot and come into a lab to complete a few studies in person (approximately 30 minutes).
- The three study segment windows for Spring 2018 are:
 - Segment 1 (Online): Monday, January 22nd at noon through Wednesday, January 31st at noon
 - Segment 2 (Online): Monday, February 12th at noon through Wednesday, February 21st at noon
 - Segment 3 (In person): Monday, March 19th at noon through Wednesday, March 28th at noon
- A confirmation email will be sent to you after your successful completion of each study. Please keep a copy of these emails for your records through the end of the semester as proof of completion. Participation in studies to complete your Marketing Research Experience credit is encouraged to enhance your understanding of research topics and methods in the marketing discipline. As with all research efforts, your participation is voluntary, both prior to and during any research study in which you participate. Your participation in research studies helps Northeastern build its reputation as a world-class research institution, which in-turn increases the value of your degree. Further, study participation can be a valuable personal learning experience.
- 2) Research Report Option: Any student who prefers not to participate in a study 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 ONLY from one of the following top marketing journals listed here: *Journal of Marketing Research*, *Journal of Marketing*, 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-pt font and 1.5-line spacing on your report. Reports should be emailed to Bethany Russell at DMSBMarketing.sona@neu.edu, not to your professor.
- Please note that this option almost always takes longer than completing surveys.
- Reports are due within 10 days after the close of a missed or skipped segment. Please note that there are NO extensions. Please plan your schedule accordingly.

The Marketing Research Experience will be considered as a part of your course participation grade. If a student fails to complete three online segments of studies, three alternative reports, or a combination of online segments and reports to complete the three credits, your professor will account for this Marketing Research Experience deficit in the participation portion of your course grade. The Marketing Research Experience comprises 5% of your grade in this course, or 5 points out of the 20 possible points for class participation.

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 (m.steffel@northeastern.edu) and cc our TA, Kaleem Ahmid, (ahmid.k@husky.neu.edu) 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 you arrange for an excused absence in advance, you may get the lecture notes and/or a recording of the lecture by emailing our TA, Kaleem Ahmid, (ahmid.k@husky.neu.edu). You are responsible for getting notes from a classmate in the event of an unexcused 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 here: <http://www.northeastern.edu/osccr/academic-integrity-policy/>. I will check for cheating and plagiarism on all assignments. Any student found to have violated the university's academic integrity policy will be reported to the Office of Student Conduct and Conflict Resolution (OSCCR) and will face consequences ranging from a failing grade on the assignment to expulsion.

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.

About the Instructor

I am an assistant professor of marketing, specializing in consumer judgment and decision making. My research examines when people call upon others to help them make decisions, what are the barriers to accurately gauging others' preferences and effectively choosing on their behalf, and how to help people make better decisions for themselves and others. I am currently a fellow on the United States Office of Evaluation Sciences (oes.gsa.gov) and previously served on the White House Social and Behavioral Sciences Team (sbst.gov). In this role, I translate insights from the behavioral sciences into concrete recommendations for how to improve government and work with federal agencies to rapidly and rigorously test what works and what works best. 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. To learn more about me, visit my web site: www.marysteffel.com.

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

HOW TO **S**TUDY CONSUMERS

1/09	Introduction	
1/12	Research Methods	Wansink Introduction & Ch. 1
1/16	CLIENT: Chadwick Martin Bailey	Client Overview
1/19	Segmentation	Wansink Ch. 7, Hallinan Ch. 9
1/23	Psychographics	Wansink Ch. 8 & Appendix B

HOW TO SHAPE **T**HOUGHTS

1/26	Attention	Wansink Ch. 2, Hallinan Ch. 5 & 7
1/30	Perception	Wansink Ch. 3, Hallinan Ch. 1
2/02	Learning	Wansink Ch. 6, Hallinan Ch. 11
2/06	CASE: CVS	Case Overview
2/09	Memory	Hallinan Ch. 2, 8, & 12
2/13	EXAM 1	

HOW TO **I**NFLUENCE ATTITUDES

2/16	Priming	Wansink Ch. 4 & 5
2/20	Persuasion	Cialdini Ch. 1
2/23	Influence	Cialdini Ch. 2, 3, & 7
2/27	Conformity	Cialdini Ch. 4, 5, & 6
3/02	Group Preparation	Final Project Research Report
3/06	SPRING BREAK	
3/09	SPRING BREAK	
3/13	SNOW DAY	

HOW TO IMPACT **C**HOICES

3/16	Intuition	Hallinan Ch. 3
3/20	CLIENT: Promee	Client Overview
3/23	Construal	Hallinan Ch. 6
3/27	Expectations	Hallinan Ch. 4 & 10
3/30	Prediction	Hallinan Ch. 13
4/03	EXAM 2	

HOW TO PROMPT **C**HANGE

4/06	Prompting Change	Wansink Ch. 9
4/10	CLIENT: Boston Public Health	Client Overview
4/13	Group Preparation	
4/17	Group Projects	Final Project Marketing Plan & Presentation