
ADV 375 CONSUMER BEHAVIOR

Fall 2011 • Tuesdays & Thursdays 10:20-11:40am • 146 Giltner Hall

Instructor: Brigitte Balogh
Office: CAS 328
Email: baloghb1@msu.edu
Office Hours: Mondays & Wednesdays
12:30-1:30pm or by appointment

THE COURSE: You will learn and be able to apply principles of behavior to customer satisfaction, market planning, and marketing mix decisions. We will examine the consumer decision process and the effects of external, environmental influences as well as internal, psychological influences. You will be asked to reflect and contribute your own purchase decision experiences as you continue your permanent, full time role as a consumer of this course. We will work to build foundational understanding of consumer behavior to assist you with everyday professional and customer decisions to come.

REQUIRED READINGS: *Consumer Behavior: Building Marketing Strategy* by Hawkins and Mothersbaugh, 11th edition, McGraw-Hill. Any additional readings will be posted on ANGEL.

COURSE EVALUATION:	
Individual Component (75%)	
Assignment A	5 pts
Assignment B	10 pts
Presentation Evaluations	5 pts
Exam 1	15 pts
Exam 2	20 pts
Exam 3	20 pts
Final Exam	
Group Component (25%)	
Paper	10 pts
Presentation	10 pts
Group Evaluation	5 pts
Total	100 pts

GRADING SCALE:	
92-100%	4.0
86-91	3.5
80-85	3.0
75-79	2.5
70-74	2.0
65-69	1.5
60-64	1.0
Below 60	0.0

ASSIGNMENTS: Individual Assignments A and B will entail observational studies of consumer behavior and discuss marketing/managerial implications. Further details will be handed out during the semester. All assignments this semester will be turned in with memo format.

LATE WORK: Late work will not be accepted. Unless otherwise stated, assignments will be due by 11:45am. Make up assignments will not be given.

ATTENDANCE & PRESENTATION EVALUATIONS: Assignments and exams are based on course readings and lectures. Attending class is therefore in your best interest and highly recommended.

Presentation days are the exception: you are expected to be there to learn from and critique your classmates' projects. We will have four days of presentations with evaluations for you to fill out. You will receive one point for each day's evaluation that is turned in.

EXAMS: Exams 1, 2, and 3 will not be cumulative. They will measure your understanding of the current material being studied in class.

FINAL EXAM: The final exam is optional and cumulative. If you choose to take the final, it will replace one of your exam grades if, and only if, it helps your final grade.

GROUP PAPER & PRESENTATION: Group presentations will entail analyzing a product category and target market to consider marketing and managerial implications these consumers can have on marketing communications. Further details will be handed out during the semester. All team members will receive the same paper and presentation grade. However, a portion of your overall Group Component grade will be based on group member evaluations and will be individual to you.

TECHNOLOGY POLICY: Laptops are permitted in class to aid learning and assist with taking notes. Please keep your peers in mind and try not to participate in distracting activities. However, bring paper and pen to class as well. I reserve the right to tell you to put the laptop away if it becomes a distraction.

EMAIL POLICY: You are expected to check e-mail regularly for class announcements. Please include "ADV 375" in all e-mails sent to me or expect an e-mail back asking what the correspondence is in regards to. I will check e-mails between the hours of 10am and 10pm. Please allow 24 hours to respond.

ACADEMIC INTEGRITY is expected. Michigan State University adheres to the policies on academic honesty as specified in General Student Regulations 1.0, Protection of Scholarship and Grades, and in the all-University Policy on Integrity of Scholarship and Grades, which are included in "Spartan Life Student and Handbook and Resource Guide" available on the MSU Web site.

Plagiarism is defined as presenting another person's work or ideas as one's own and will not be tolerated. Presenting someone else's work, whether from an author or another student, will result in a zero for the assignment. It is your responsibility to understand how to paraphrase work from other authors and you are expected to do your own work on all assignments.

Cheating is defined as when someone tries to gain an unfair advantage in an examination or other course assignment which will also not be tolerated. Cheating will result in a zero for the assignment or examination and/or a zero for the course depending on the severity. Notification will also be sent to your academic dean as specified on page 109 of Spartan Life.

STUDENTS WITH DISABILITIES should contact OPHS (Disability Resource Center), 120 Bessey Hall, or by phone at voice.517.353.9642 or TTY.517.355.1293 for evaluation of need for reasonable accommodation if needed.

DROPPING THE COURSE for a 100% refund and no grade reported must happen by September 26, 2011. The last day to drop this course with no refund and no grade reported is October 19, 2011. You may drop this course after the middle of the semester only to correct verified errors of enrollment or because of a catastrophic event. Failing this course is not a catastrophic event. After you drop the course, make a copy of your amended schedule for verification, if needed.

RELIGIOUS HOLIDAY absences should be arranged in advance.

PARTICIPATION IN A REQUIRED ACTIVITY, an officially-sanctioned athletic game or a required activity for another course, absences should be arranged in advance with proper documentation such as the team schedule or a written authorization from the faculty member of the other course.

SCHEDULE		
CLASS DATE	TOPIC	READING/ASSIGNMENT
Sept. 1	Behavior & Strategy	Welcome, Chapter 1
Sept. 6	Cross-Cultural Variations	Chapter 1 & 2
Sept. 8	American Values	Chapter 3
Sept. 13	American Demographics & Stratification	Chapter 4
Sept. 15	American Subcultures	Chapter 5
Sept 20	American Families & Households	Chapter 6
Sept. 22	Group Influences	Chapter 7, Review, ASSIGNMENT A DUE
Sept. 27	EXAM 1	
Sept. 29	Perception	Chapter 8
Oct. 4	Learning, Memory & Positioning	Chapter 9
Oct. 6	Motivation, Personality & Emotion	Chapter 10
Oct. 11	Attitudes & Influence	Chapter 11
Oct. 13	Self-Concept & Lifestyle	Chapter 12, Review
Oct. 18	EXAM 2	
Oct. 20	Situational Influence	Chapter 13
Oct. 25	Decision Process & Problem Recognition	Chapter 14
Oct. 27	Information Search	Chapter 15
Nov. 1	Alternatives	Chapter 16
Nov. 3	Outlet Selection & Purchase	Chapter 17
Nov. 8	Postpurchase, Satisfaction & Commitment	Chapter 18
Nov. 10	Organizational Buying Behavior	Chapter 19
Nov. 15	Marketing Regulations	Chapter 20, Review
Nov. 17	EXAM 3	
Nov. 22	Group Project Work Day	
Nov. 24	No Class	
Nov. 29	PRESENTATIONS DAY 1	GROUP PROJECTS, PRESENTATIONS DUE
Dec. 1	PRESENTATIONS DAY 2	
Dec. 6	PRESENTATIONS DAY 3	
Dec. 8	PRESENTATIONS DAY 4	Course Evaluation, Review, ASSIGNMENT B DUE
Dec. 16	FINAL EXAM 7:45-9:45am	