
ADV 375 CONSUMER BEHAVIOR

Spring 2012 • Tuesdays & Thursdays 12:40-2pm • 112 Brody Hall

Instructor	Learning Assistants	
Brigitte Balogh baloghb1@msu.edu Office Hours Wednesday 12-2pm & Thursday 2:30-4:30pm or by appointment Office: COM 328, 517-355-8371	Julia Wahl wahljuli@msu.edu SME: Content Application Office Hour Wednesday 2-3pm COM East Lobby TVs/Café Area past the blocks	Heather Weidenhamer weidenh1@msu.edu SME: Group Dynamics Office Hour Monday 4-5pm Snyder Hall by Sparty's

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 (80%)	
Exam 1	10 pts
Exam 2	15 pts
Exam 3	15 pts
Observation Assignment	5 pts
Influence Assignment	10 pts
Final Assignment	15 pts
Presentation Evaluations	10 pts
Group Component (20%)	
Memo	5 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 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 proper memo formatting.

LATE WORK: Late work will not be accepted. Unless otherwise stated, assignments will be due by 2:15pm. 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 six 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 and 2 will not be cumulative. They will measure your understanding of the current material being studied in class. However, the course is structured to build on each topic studied and therefore Exam 3 will have a cumulative component. There will be a review session for each exam, date/time/location to be determined.

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 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.

YOU MUST SIGN YOUR NAME TO E-MAILS OR THEY WILL BE DELETED WITH NO REPLY.

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 tuition refund and no grade reported must happen by February 3, 2012. The last day to drop this course with no refund and no grade reported is February 29, 2012. 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
Jan. 10	Introduction & Syllabus	
Jan. 12	Behavior & Strategy	Chapter 1
Jan. 17	Situational Influence	Chapter 13
Jan. 19	Decision Process, Problem Recognition	Chapter 14
Jan. 24	Information Search	Chapter 15
Jan. 26	Alternatives	Chapter 16
Jan. 31	Outlet Selection, Purchase	Chapter 17
Feb. 2	Postpurchase, Satisfaction, Commitment	Chapter 18
Feb. 7	Organizational Buying Behavior	Chapter 19, Review, OBSERVATION ASSIGNMENT DUE
Feb. 9	GROUP PROJECTS	Chapters 1, 13, 14, 15
Feb. 14	GROUP PROJECTS	Chapters 16, 17, 18, 19
Feb. 16	EXAM 1	
Feb. 21	Perception & Attitudes, Influence	Chapter 8, 11
Feb. 23	Learning, Memory, Positioning	Chapter 9
Feb. 28	Motivation, Personality, Emotion	Chapter 10
March 1	Self-Concept, Lifestyle	Chapter 12
March 6		Spring Break
March 8		Spring Break
March 13	Group Work Day	Group Work Day
March 15	Review, GROUP PROJECTS	Review, Chapters 8, 9
March 20	GROUP PROJECTS	Chapters 10, 11, 12
March 22	EXAM 2	
March 27	Cross-Cultural Variations	Chapter 2
March 29	American Demographics, Stratification	Chapter 4
April 3	American Families, Households	Chapter 6
April 5	Group Influences	Chapter 7
April 10	American Values	Chapter 3
April 12	Marketing Regulations	Chapter 20
April 17	American Subcultures	Chapter 5, Review, INFLUENCE ASSIGNMENT DUE
April 19	GROUP PROJECTS	Chapters 2, 4, 6, 7
April 24	GROUP PROJECTS	Chapters 3, 20, 5
April 26	EXAM 3	
May 2	FINAL ASSIGNMENT DUE @ 2:45PM	