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 3.0 79% + 0 Below 58%

Class Organization:

Attendance: Attendance at all classes is expected. If you miss a class for any reason, your final course grade will be reduced by .25 per missed class (I round up in grading, so the one absence may not affect your grade, but the 2nd will drop your final grade .5)

Assignments: Late assignments will reduce your grade .5 per late assignment per class the assignment is tardy.

Academic Honesty: Students are expected to abide by the Academic Honesty Policy contained in the Student Guide. I will be honest with you but expect you to be equally honest with me. Lying about illness or emergencies is unacceptable. Naturally, I expect your work to be your own. A violation of the Academic Honesty Policy will result in a 0.0 for the course.

Disability: C.L.A.S.S. Students: I am happy to make reasonable accommodations that you need. Please let me know you are a C.L.A.S.S. student at the beginning of the semester.

Course Changes: I reserve the right to modify the course requirements, assignments, grading procedure, and policies as circumstances dictate.

ASSIGNMENTS DATES

Meeting Dates	Topics	Chapter	Assignments
Jan. 12	Classes and Course Overview, Introduction		Field trip to MIA/ Minneapolis Institute of Arts
Jan. 26	An Introduction to Consumer Behavior	Part 1&2	Paper #1 Due Chapters 1, 2 and 3 Take home quizzes chapters 1, 2&3 due
Feb. 2	The Psychological Core	Part 2	Paper #2 Due Chapters 4 thru 8 Quizzes for Chapters 4, 5, 6, 7&8 Due
Feb 16 9 thru 12	The Process of Making Decisions	Part 3	Paper #3 Due Chapters 9 thru 12 Quizzes for Chapters 9, 10, 11&12 Due
Mar. 1	The Consumer' Culture	Part 4	Paper #4 Due Chapters 13 thru 16 Quizzes for Chapters 13, 14, 15&16 Due
Mar. 15	Consumer Behavior Outcomes	Part 5	Product Purchase Study Paper Concept Due Chapters 17&18 Quizzes for Chapters 17&18 Due
Mar. 29	Consumer Welfare	Part 6	Final Product Purchase Study Paper Due Chapters 19&20 Quizzes for Chapters 19&20 due

Paper Assignments
 These papers should be 2-3 pages typed, double spaced with one inch margins, and 10 or 12 point type.
 You will be provided with the criteria I will utilize in evaluating these papers.

Paper # 1 Due 1/26

Select an object from the MIA. Describe characteristics of that object that illustrate aspects of culture. Discuss shared symbolic meanings, rituals, and cultural artifacts. (Suggestion: Pay particular attention to the cultural values, and clearly state what specific cultural values these rituals and artifacts reflect. What can we learn about these consumers from your selected art object)

Paper # 2 Due 2/2

Visit a local shopping area, such as a street with a series of different stores, a local strip mall or a larger regional mall. Visit one or two stores and observe the customers. Develop a detailed composite portrait of the customers and their shopping patterns at each store using as many criteria as possible. What type of marketing strategies do these stores utilize to meet customer needs? (Suggestion: You might describe the customers demographically, psychographically, etc. Shopping patterns might include things like shopping alone or in some type of group, use of lists, length of time,

shopping style, purchase decisions, etc.. Marketing strategies might include the use of promotions, point of purchase information, salesperson assistance, etc...

Paper # 3 Due 2/16

Chose a brand that you frequently purchase and clearly outline the personality characteristics and image of the brand. If that brand were a person, what kind of person would the brand be and why? What gender and why? What is the brand's personality and why? (These are "starter" questions and not a description of the total assignment.) Do not be hesitant to follow your intuition, but be very clear describing the image of the brand and be specific when you explain what cues (packaging, graphics, product characteristics, advertising, etc.) lead you to that point of view regarding the brand's personality and image. (Suggestion: See VALS page 387 for examples of personality traits.)

Paper # 4 Due Mar. 1

Mike is graduating from Augsburg this spring and is getting ready to interview for a job. He would like to influence the organization to give him the job rather than another graduate who is competing for the same job and is equally qualified. You happen to meet him in the library when he is preparing for the interview. Give Mike advice on what to do in the job interview, drawing on commonly used influence tactics described in Chapter 16. (Ensure you advise Mike what he could do in the interview to utilize the influence tactics described in the chapter, including sources of social influence.)

Describe the influence tactic that you recommend Mike should utilize, and specify exactly what Mike should say or do in the interview to utilize a particular influence tactic.

Final Paper Due 3/29

The Product Purchase Study is designed to be the capstone experience of this class, and provide you an opportunity to integrate concepts you've learned in the course, relate them to an actual consumer behavior, and apply specific marketing strategies to this purchase experience. The paper should be a minimum of 10 pages, including exhibits. You will be provided with the criteria I will utilize in evaluating this study.

1. Select a product or service that was purchased by someone you knows who is not in this class. Find a print ad or promotional material regarding this product or service as well (try their Web site to find print advertising, or promotional information.) Ensure you can obtain some promotional information/advertising material promoting this product or service before deciding to utilize this for your paper.

This product or service should fall into one of the following categories:

- A) Mundane product or service costing less than \$ 5 (low involvement).
- B) A product or service costing over \$ 100 that performs a utilitarian function but is high involvement.
- C) A product or service costing over \$ 100 that from the consumer's perspective reveals something about the kind of person he or she is (also called ego expressive and is high involvement).

2. Confirm with me no later than Feb.16 your product/service choice via email. I will you provide you with some starting ideas for a discussion guide you may utilize for your individual interview.

3. Conduct an interview 30-60 minutes in length with this purchaser. The objective of the interview is to understand a) the decision process the purchaser utilized and b) how the owner or user feels about the product or service. In both cases, it is important that you translate this consumer information in terms that can be useful to the marketing manager of that product or service. This interview, along with the text, classroom discussion, and your own experience provide the data base for this study. You do not, however, have to include a transcription of this interview with your paper. I will provide you with some suggested questions you may use as a starting point for your discussion guide for this interview. An important step in this experience is utilizing a detailed discussion guide to obtain the information you need for this paper.

4. Write a paper analyzing this product or service. This analysis should include:

- A) Outline the purchase decision model utilized. Describe each step in the decision process.(Suggestion: start with a basic model of purchase decision -which we will discuss in class- and utilize other more complex models discussed in the text and class as appropriate.)
- B) Outline the variables influencing the purchase decision
Individual characteristics: Motivation, shopping process, involvement, consumer experience, learning, memory, knowledge, attitudes, emotions, perceptions, etc.
External characteristics: Organizational culture, identity, and consumption activities, interpersonal influences, societal culture and subcultures, values, economic and social structure, lifestyles and subcultures, marketing activities, etc.
- C) Outline the experience of ownership or usage.
Usage patterns, satisfaction and its causes, relationship to the product/service, consequences of satisfaction (intended future purchases), etc.
- D) Your analysis of the current marketing efforts, as reflected in the print ad or promotional materials, or other marketing stimulus you have observed. How does marketing impact purchase? What are the threats to continued purchase (relationship continuity)?
- E) Your recommendation to improve the marketing of this product or service.

F) Include your research discussion guide as an attachment, identifying the name of the person you interviewed, your relationship to them (friend, parent, aunt, etc.), and the date of the interview.