

Please note: This is a preliminary syllabus and is subject to change. It provides useful introductory detail and additional course insight as you prepare for the application process.

## MKTG 0002: Consumer Behavior

### Course Description & Objectives

The purpose of this course is to provide students with working knowledge of the major theories and research findings in the area of consumer behavior. The goal of this course is for students to gain a deeper understanding of the psychologies behind behaviors, judgments, and decision-making, and to gain insight into how to apply them to influence behavior in the marketplace. By the end of this course, students should not only be familiar with a large body of consumer behavior literature, but should also be able to identify theories as they play out in the real world, and be able to apply behavioral principles to a variety of marketing problems.

### Course Overview

You will be assigned a variety of readings, podcasts, and video content to prepare for lectures – these should be completed by the day they are listed on the class schedule. They are provided to give you adequate background to engage meaningfully in the lecture content. Lectures will not be a reiteration of the assigned materials, rather they will complement the materials. Classes will be interactive, and you are highly encouraged to ask questions and participate in class.

### Course Materials

#### Online:

The course Canvas site will be the source for all class materials and assignments.

#### Textbook and Readings:

Several readings from popular media articles to enforce what we learn in class will be available on Canvas.

### Tentative Course Content & Schedule

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|---|--|
| 1 | Live content: <b>Introduction &amp; Motivation, Awareness, Opportunity</b><br>Async content: <b>Attitudes &amp; Perception</b> |
| 2 | Live content: <b>Prospect Theory</b><br>Async content: <b>Choice Dynamics</b>  |
| 3 | Live content: <b>Pricing &amp; Payments</b><br>Async content: <b>Influence &amp; Persuasion</b>                                |
| 4 | Live content: <b>Source, Channel, Message</b><br>Async content: <b>Identity</b>  |

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5 Live content: **Consumer Behavior in the Digital Era**  
Async content: **Experiential Consumption**

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6 Live content: **Behavioral Science**  
Async content: **Behavior Change**

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7 Live content: **App Audit Presentations**  
Async content: **Ethical Considerations & Final Exam**

### Assessments & Grading

Students will be required to attend all synchronous class sessions. Your final score will be determined by your class participation, discussion exercises, write-ups, group project, and the final exam grades, with the following weights:

	Pts of total
1. Class Participation	5
2. 5 Discussion Exercises	20
3. 2 Write-ups	20
4. Group Project: App Audit	25
5. Final Exam	30