



Consumer Behavior

Prof. Sukki Yoon, Bryant University

SHORT COURSE DESCRIPTION

The goal of this course is to provide 1) an understanding of the dynamics that underlie consumer behavior (CB) and the factors that influence these dynamics, and 2) experience in extending beyond knowing and understanding to applying said knowledge. For many aspects of the course experience, the guiding question will be: "How could you apply the concepts and principles from assigned reading to develop, improve, package or promote your product/service/issue in a way likely to impact positively upon consumers' mental states and/or behavior?"

TEXTBOOK

Frank R. Kardes , Maria L. Cronley, & Thomas W. Cline (2015), 2nd Edition. *Consumer Behavior*, Cengage Learning; Available at KYOBO Book Store Gwanghwamun (Foreign Books Department; Phone: 02-397-3451)

COURSE REQUIREMENTS AND GRADING

Students are responsible for all reading assignments, handouts, and lecture materials. Students who miss class are expected to make arrangements with fellow students for lecture material.

	Grading		Scale	
Participation	30%	90-100%	A	PASS
Final Exam	40%	87-89%	B+	PASS
Brand Audit	30%	84-86%	B	PASS
		80-83%	B-	PASS
		77-79%	C+	PASS
		74-76%	C	PASS
		70-73%	C-	PASS
		67-69%	D+	PASS
		60-66%	D	PASS
Total	100%	59% or lower	F	FAIL

* Pass (P): Grade of 60% or above

* Fail (F): Grade below 60%

CLASS PARTICIPATION

The class participation grade will be based on the frequency and quality of your comments (for attendance policy please refer to the last page of the syllabus). I will often direct questions to the class as a whole or towards specific individuals – thus, be prepared to be "cold called" (If you find this extremely aversive, please let me know). Keep in mind that your grade for participation is not simply a function of the amount of "air time" or "space" you take up. You will be evaluated on how well you respond to the questions and how effectively you take into account the comments and analyses of your classmates.

FINAL EXAM

There will be only one exam in this class: Final Exam on the last day. The exam will cover material presented in class lectures, textbook chapters, case assignments, class discussions, and any other material assigned. The format of the exam will be discussed prior to the date given, but may consist of

multiple choice, fill-in-the-blank questions, short answer, and/or an essay. No make-up exams will be given except in the case of a documented emergency or serious illness.

BRAND AUDIT

You (or your team—depending on the class size) will prepare a brand audit on a brand of their choice. Your goal is to create a presentation for the class that describes the research you have conducted and your recommendations for the organization. The audit will include:

- An overview of the brand’s history
- An assessment of the brand’s meaning
- An assessment of the brand’s strength/weakness

You will deliver a 30-40-minute presentation to the class, which will summarize your analysis, findings, and recommendations for managing the brand in the future. Use a plenty of visuals and examples (e.g., advertisements). Be prepared to lead a short discussion (tip: bring some questions to class). Use of PowerPoint/Keynote slides is required.

This assignment is due a day before your presentation date. Submit your PowerPoint on Blackboard under the folders named “BrandAudit”. Please name the file as follows: brand_yourlastname.ppt for the slide (e.g., brand_yoon.ppt). Make sure that you post your ppt slide 24 hours before your presentation (you will get penalized if you miss this deadline). In other words, do NOT bring the power point file on the day of your presentation.

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COURSE SCHEDULE

Week & Date	Topics & Readings	Assignments/Presentations
WEEK I	Overview	
6/25 Thu	Introduction; TedTalk	
6/26 Fri	Ch 1: Consumer Behavior	
WEEK II	Information Processing	
6/29 Mon	Ch 2: Segmentation & Positioning	Brand Audit (TBA)
6/30 Tue	Ch 3: Branding	Brand Audit (TBA)
7/1 Wed	Ch 4: Perception	Brand Audit (TBA)
7/2 Thu	Ch 5: Memory	Brand Audit (TBA)
WEEK III	Decision Making	
7/6 Mon	Ch 6: Information Processing	Brand Audit (TBA)
7/7 Tue	Ch 7: Emotion	Brand Audit (TBA)
7/8 Wed	Ch 8: Attitude	Brand Audit (TBA)
7/9 Thu	Ch 9: Decision Making	Brand Audit (TBA)
WEEK IV	Social Influence	
7/13 Mon	Ch 10: Evaluation	Brand Audit (TBA)
7/14 Tue	Ch 11: Decision Theory	Brand Audit (TBA)
7/15 Wed	Ch 12: Personality	Brand Audit (TBA)
7/16 Thu	Ch 13: Social Influence	Brand Audit (TBA)
7/17 Fri	Final Exam	Final Exam

*This schedule may be revised, if needed. Changes to the schedule will be announced in class.