

**BUS385, Consumer Behavior**  
**Department of International Management and Math, Fall 2018**

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**I. COURSE INFORMATION**

Instructor: Prof. Giulia Miniero

Instructor's Email: gminiero@fus.edu

Office Hours: M TH from 2 to 4 pm (send an email for appointment) at Office n 1,  
Kaletsch Campus

Class location: MV4

Class meeting times: M TH 10:00 – 11:15

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**II. COURSE DESCRIPTION**

Individuals define themselves by what they buy, and, vice versa, they buy based on how they define themselves. The course exposes students to theories in cognitive and social psychology with the aim of understanding the processes underlying individuals' consumption and choice, as marketers in a business (for profit), more informed decisions.

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**III. COURSE GOALS AND SPECIFIC LEARNING OUTCOMES**

The course aims at illustrating the most relevant theories of consumer behavior and consumer psychology. Specifically the course aims at reaching 2 goals: 1) understanding how individuals take decisions and the factors that influence them; 2) help marketers to predict and deal with the consumers in the marketplace.

In order to do so, the students will be exposed to a mix of lectures and real life cases that will help them not only to uncover the most interesting paradigms of consumer psychology but also to apply them to concrete business problems.

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**IV. REQUIRED TEXTS AND MATERIALS**

Book: "Consumer Behavior: buying, having and being. Global edition", by Michael R. Solomon, Pearson, 12<sup>th</sup> edition

Additionally, hand-outs, articles and cases will be used to supplement the text. Suggested Readings will be reported on the Moodle platform. Students are expected to read the material before coming to class and to discuss the assigned materials (readings or cases).

MOODLE enrolment key: bus385\_cons

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**V. ASSESSMENT OVERVIEW**

Students' understanding of the concepts covered will be evaluated through written examinations.

Students' ability to use the concepts and skills will be evaluated through written assignments and presentation, the final exam, and classroom exercises and discussion of real-world cases.

Your final grade is earned according to your efforts in three areas:

- 1) the ability to use and combine different concepts through exams;
- 2) the ability to apply the concepts learned to real world situations through written assignments and presentations;
- 3) the ability to pull together the concepts into a complete marketing communication program through case analysis.

**Your attendance and participation will also count towards your final grade as explained below.**

No make-up tests are given unless there is documented evidence of a medical (or other serious) problem. Students are given time for assignments, so if they are sick the day the assignment is due they are expected to turn it in via email or through a friend. **Because the answers are discussed in class on the due date, late papers will not be accepted.**

## **VI. ASSESSMENT DETAILS**

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Approximately one or two chapters will be covered each week. The assigned chapters should be read prior to the beginning of each week – classes will be structured around discussion of the assigned materials, **making class participation essential and a major part of your success in the course**. In addition to materials covered in the chapters, some cases will be assigned for review and discussion. No one will be penalized for being naturally shy. However, an inability to demonstrate knowledge of the assignments and ability to comprehend/utilize the material will affect your grade.

### **INDIVIDUAL ASSIGNMENTS**

Each week one student will present the case of a company/product/brand that is particularly (un)successful at applying one of the theory previously illustrated in class.

Students have to prepare a power point (or similar) document to submit to professor by email ([gminiero@fc.edu](mailto:gminiero@fc.edu)) before class on due date and present their work in class on the scheduled day (More details provided in class)

#### **➤ GROUP WORK**

Students will form teams of 3 persons and work on a specific case (more detailed will follow).

Specifically, students have to complete:

- 2 individual assignments: 10% each

- Midterm: 20%
- Group Project: 30%
- Final exam: 30%

## VII. GRADING POLICIES

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Final grade scale:

95-100	A
90-94.9	A-
87-89.9	B+
83-86.9	B
80-82.9	B-
77-79.9	C+
73-76.9	C
70-72.9	C-
67-69.9	D+
63-66.9	D
60-62.9	D-
below 60	F

## EVALUATION OF YOUR WORK

The instructor will do her best to make her expectations for the various assignments clear and to evaluate them as fairly and objectively. If you feel that an error has occurred in the grading of any assignment, you may, **within one week** of the date the assignment is returned to you, write the instructor a memo in which you request a re-evaluation of the assignment. Attach the original assignment to the memo and explain fully and carefully why you think the assignment should be re-graded. You will get your assignment re-evaluated within one week. Be aware that the re-evaluation process can result in three types of grade adjustments: positive, none, or negative.

## VIII. HOW TO DO WELL IN THIS COURSE (POLICIES / REQUIREMENTS)

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- Do not arrive late to class or leave early.
- You are allowed to no more of 3 absences, inclusive of those of normal illness, before your grade is affected. For each absence above 3, your final grade will be reduced by one letter grade; i.e. an "A", will become an "A-".
- Do not use laptops or mobile phones in class (unless otherwise authorized);
- Participate, participate, participate! If you read something interesting, if an idea or a thought comes to your mind, bring it to class and discuss!
- Come to class prepared, work properly on your assignments and submit them on time. If something is not clear, consult immediately with the professor and do not wait the last second.
- Check once in a while with me if you are doing ok on the course and if you have doubts on any of the topics, come and talk to me. Do not wait last week of class for consulting me during office hours and beg for an extra credit assignment!

## **IX. ACADEMIC INTEGRITY: STATEMENT ON CHEATING AND PLAGIARISM**

Behaviors such as copying the work of others, using third-party services, or any other circumvention of doing your own work are dishonest and not acceptable in this class or at this institution.

For papers and presentations, this includes proper use of references and citations.

Copying text without the use of quotations or paraphrasing the ideas of others without proper citations are both examples of plagiarism and thus unacceptable.

For testing situations, this includes the use of notes, cell phones, talking to others, or copying off of the exam of others.

The first case of academic dishonesty will result in an automatic grade of a zero on the assignment and a report to the Dean. The second case will result in expulsion from the university.

For the full document on academic dishonesty please refer to Franklin's Statement on Cheating and Plagiarism in the Academic Catalog.

## **X. COURSE SCHEDULE**

Monday	Aug 27	Introduction to the course "What is consumer behaviour"	Chapter 1
Thursday	Aug 30	"What is consumer behaviour"	Chapter 1
Monday	Sept 3	"Perception"	Chapter 3
Thursday	Sept 6	"Perception"	Chapter 3
Monday	Sept 10	"Learning and Memory"	Chapter 4
Thursday	Sept 13	"Learning and Memory"	Chapter 4
Monday	Sept 17	"Motivation and Affect"	Chapter 5
Thursday	Sept 20	"Motivation and Affect"	Chapter 5
Monday	Sept 24	"The Self"	Chapter 6
Thursday	Sept 27	"The Self"	Chapter 6
Monday	Oct 1	"Personality, Lifestyle and Values"	Chapter 7
Thursday	Oct 4	"Personality, Lifestyle and Values"	Chapter 7
Monday	Oct 8	Review Session	
<b>Thursday</b>	<b>Oct 11</b>	<b>Midterm</b>	
<b>Monday</b>	<b>Oct 15</b>	<b>In class activity</b>	
<b>Thursday</b>	<b>Oct 19</b>	<b>In class activity</b>	
Monday	Nov 5	"Attitude"	Chapter 8
Thursday	Nov 8	"Attitude"	Chapter 8
Monday	Nov 12	"Decision Making"	Chapter 9
Thursday	Nov 15	"Decision Making"	Chapter 9
Monday	Nov 19	"Buying, Using and Disposing"	Chapter 10
Thursday	Nov 22	"Buying, Using and Disposing"	Chapter 10
Monday	Nov 26	"Groups and Social Media"	Chapter 11
Thursday	Nov 29	"Groups and Social Media"	Chapter 11
<b>Monday</b>	<b>Dec 3</b>	<b>Group Project Preparation</b>	
<b>Thursday</b>	<b>Dec 6</b>	<b>Group Project Presentation</b>	
<b>Thursday</b>	<b>Dec 13</b>	<b>Final exam: 8,30 -10,30</b>	