

**MKT 450 – Consumer Behavior and Marketing**  
**Fall 2014 Syllabus**

**Date/Time:** Tu/Th, 6:00pm to 7:50pm

**Place:** ACC 310 (Leventhal School of Accounting Building)

**Adjunct Professor:** Gene Del Vecchio

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**Office Hours:** Tu/Th 4:00pm to 5:00pm at HOH 300 PT Faculty Lounge

**Telephone:** 661-287-9995

**Emails:** edelvecc@marshall.usc.edu or Genedv@aol.com

**COURSE DESCRIPTION**

We are all consumers of food, shelter, personal care items, transportation and much more. Consumer Behavior relates to the actions consumers display when searching for, evaluating, purchasing, using and disposing of products and services that meet their needs. Their motivations and decisions might be based on any combination of perceived brand benefits, past usage and experiences, demographics (age/gender, etc.), lifestyles, psychographics, culture, influence by others, education, income, and perceptions.

The disciplines used to understand consumer behavior come from various disciplines including consumer psychology, sociology, and economics. The tools used include both qualitative and quantitative consumer research to understand audiences' needs, both emotional and rational.

**LEARNING OBJECTIVES**

The overall goal of understanding consumer behavior (and this course) is to prepare tomorrow's marketers to create and market brands that successfully meet consumer needs. More specifically...

- To understand the importance of consumer behavior in the overall marketing process.
- To understand how and why consumers behave - in general - and by segments.
- To gain a working understanding of the tools used to uncover their behaviors.
- To learn how to apply this knowledge (ethically) to create product, service and marketing ideas in ways that motivate consumers to act
- To enhance critical thinking skills

Once the above objectives are achieved, each student will also be able to think like a marketer, and in so doing, be a better consumer as well.

**TEXT (REQUIRED & OPTIONAL MATERIALS)**

Required Text: *Consumer Behavior* (6<sup>th</sup> edition), by Hoyer, MacInnis, and Pieters.

Publisher: South-Western. Additional reading assignments may be added that reflect current events. Students are expected to have read each session's reading assignment before class.

Optional Text: *Creating Blockbusters* by Gene Del Vecchio.

**PREREQUISITES:** None

**COURSE NOTES & BLACKBOARD** (<https://blackboard.usc.edu> )

This website will contain the class syllabus, important announcements, and summary PowerPoint slides. The slides for each session will be available the night before each class. It is your responsibility to check this website before each class for any updates and to print out the summary slides. Note: These slides will not include the more detailed information and examples discussed in class and in the required text. If you need instruction on the Blackboard system, check online instructions or ask your fellow students.

Class Notes Policy: Notes or recordings made by students based on a university class or lecture may only be made for purposes of individual or group study, or for other non-commercial purposes that reasonably arise from the student's membership in the class or attendance at the university. This restriction also applies to any information distributed, disseminated or in any way displayed for use in relationship to the class, whether obtained in class, via email or otherwise on the Internet, or via any other medium. Actions in violation of this policy constitute a violation of the Student Conduct Code, and may subject an individual or entity to university discipline and/or legal proceedings.

### **MARSHALL LEARNING GOALS**

In this class, emphasis will be placed on the USC Marshall School of Business learning goals as follows:		
<b>Goal</b>	<b>Description</b>	<b>Course Emphasis</b>
<b>1</b>	Our graduates will understand types of markets and key business areas and their interaction <i>to effectively manage different types of enterprises</i>	High
<b>2</b>	Our graduates will develop a global business perspective. They will understand how local, regional, and international markets, and economic, social and cultural issues impact business decisions <i>so as to anticipate new opportunities in any marketplace</i>	Moderate
<b>3</b>	Our graduates will demonstrate critical thinking skills <i>so as to become future-oriented decision makers, problem solvers and innovators</i>	High
<b>4</b>	Our graduates will develop people and leadership skills to promote their effectiveness as <i>business managers and leaders</i> .	Moderate
<b>5</b>	Our graduates will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities and aspire to add value to society	High
<b>6</b>	Our graduates will be effective communicators <i>to facilitate information flow in organizational, social, and intercultural contexts</i> .	Moderate to High

## **CRITICAL THINKING**

The USC Marshall Critical Thinking Initiative is a school-wide effort to enhance our students' critical thinking skills to make them more successful problem solvers. This is intended to help satisfy item #3 of the Marshall Learning Goals. The centerpiece of our critical thinking knowledge is a website that contains instructional materials and videos. During the course of the semester, the instructor will direct students to specific learning modules on the website prior to various class discussions and exercises. Elements of critical thinking will also appear on exam questions.

## **GRADING POLICIES & DETAILS**

Grades will be based upon two exams (mid-term and final), team invention sessions, an individual project, and class participation. When combined, these have a total of 400 points possible as shown below.

<b>Assignment</b>	<b>Type</b>	<b>Tot Pts = 400</b>	<b>% of Grade</b>	<b>Date</b>
Mid-Term Exam	Individual	100	25%	Oct 7th
Final Exam	Individual	100	25%	Dec 11th, 7pm-9pm
Team Invention Sessions	Team	100 (5@20 each)	25%	See Schedule
Individual Project	Individual	60	15%	Assigned: Oct 21 Written: Due Nov 18 Oral: Due Nov 20/25
Class Participation	Individual	40	10%	On-going

### **EXAMS: Mid-Term and a Final Exam(100 pts each/25% of grade each)**

2 Exams (a Mid-Term and a Final) will be administered during the semester. Each has a possible 100 points and will account for 25% of your grade (50% of grade in total). Both may include multiple-choice, true/false and matching type questions (no free response). They will include material covered in lecture and the text. The Final Exam will be heavily weighted to the information and theories discussed over the second half of the semester, but it may include some items from the first part of the semester.

The dates are indicated in the course schedule. Prior to each test, the instructor will explain what is covered. Make-up tests will not be scheduled except in extraordinary circumstances and with written proof of illness or other emergencies. You may look over your exams during office hours or by appointment. Notes, books, calculators, cell phones or any other aids are not allowed during exams. Bring at least two #2 pencils and an eraser. The instructor will provide the Scantron forms.

### **TEAM INVENTION SESSIONS (100 pts/25% of grade)**

Students will be placed into “company teams” comprised of approx 5 students per company team. During the course of the semester, the company teams will tackle 5 marketing challenges to invent new products or marketing approaches based upon the previous lectures. Each project is worth 20 points, so the 5 assignments total to 100 points and represents 25% of your grade. A student must be present to be awarded points given to his or her team.

Think of your team as marketing consultants. Most of the team projects will be completed in-class so that students don't have to arrange out-of-class meetings. A 5 minute oral presentation of your team's "solution" to the assignment will occur at the end of that day's class. The instructor will provide any needed materials/forms. The instructor will change team composition during the semester in order to give students the opportunity to work with different teammates.

University policy regarding student ownership of intellectual property (your ideas) can be found here: [http://stevens.usc.edu/have\\_policy.php](http://stevens.usc.edu/have_policy.php)

And also here: <http://stevens.usc.edu/docs/Intellectual%20Property%20Guide.pdf>

### INDIVIDUAL ASSIGNMENT PROJECT (60 pts/15% of grade)

This project is an individual student's effort to use consumer behavior principles discussed throughout the semester to invent a product concept and outline its marketing elements. It will include a type written paper of no more than 3 pages single spaced (in Word), and a 3 to 5 minute PowerPoint presentation that summarizes the concept and marketing elements.

### CLASS PARTICIPATION (40 pts/10% of grade)

Each student is expected to participate in positive and respectful class discussion which will account for 10% of your course grade. The professor will take into account the quality and quantity of in-class participation/discussion, preparation based on class readings, class attendance, leadership behavior, and any in-class presentations. Approximate points earned:

- ✓ 40 pts = attends all classes & adds to quality discussion each time
- ✓ 30 pts = attends nearly every class & adds to quality discussion most times
- ✓ 20 pts = attends nearly every class but rarely adds to quality discussion
- ✓ 10 pts = noticeably missing from various classes and rarely adds to quality discussion

### FINAL GRADES

As noted earlier, final grades are a result of points accumulated (total = 400pts) based on the two Exams (200pts total), the 5 Team Invention Sessions (100pts total), the Individual Project (60pts), and Class Participation (40pts).

Final grades represent how you perform in the class relative to other students. Your grade will not be based on a mandated target, but on your performance. Historically, the average grade for this class is about a 3.3 (B+). Final grades will be based upon your total points earned as a percentage of the 400 points available (the points you receive divided by 400), and how your performance compares to the overall average percentage score of the entire class (your rank).

### MAKE UP EXAMS & EXTRA CREDIT

There are no make-ups on exams, team or the individual projects unless the student provides a documented medical excuse or other emergencies. A missed exam or project assignment is counted as a "0". There are no opportunities for extra credit.

## **ASSIGNMENT SUBMISSION POLICY**

Assignments must be turned in by the due date. Any assignment turned in late will receive a grade deduction (for example, if your work is a B+ grade, you will be given a C+ grade). Late or not, however, you must complete all required assignments to pass this course.

## **EVALUATION OF YOUR WORK**

The instructor will do his best to make his expectations for the various assignments clear and to evaluate them fairly and objectively. If you feel that an error has occurred in the grading of any assignment or exam, you may, within one week of the date that it has been graded, write the instructor a memo in which you request a re-evaluation of the work while explaining fully and carefully why you think it should be re-graded. Be aware that the re-evaluation process can result in three types of grade adjustments: higher score, no change, or lower score.

## **ATTENDANCE**

You are expected to attend all classes. Not only will that aid learning, but your company team will depend upon you (just like in the real world). If you miss a day when team assignments are conducted, you will not be given points awarded by the team on that day. Attendance will be taken on occasion and can diminish the student's participation points. If you miss a class, you are responsible for getting notes from fellow students.

## **ADD/DROP PROCESS**

If you are absent six or more times prior to Nov 14th (the last day to withdraw from a course with a grade of "W"), the instructor may ask you to withdraw from the class by that date. These policies maintain professionalism and ensure a system that is fair to all students.

## **RETENTION OF GRADED COURSEWORK**

Final exams and all other graded work which affected the course grade will be retained for one year after the end of the course if the graded work has not been returned to the student (i.e., if the instructor returned a graded paper to you, it is your responsibility to file it).

## **TECHNOLOGY POLICY**

Laptop and Internet usage is not permitted during academic or professional sessions. Use of other personal communication devices, such as cell phones, is considered unprofessional and is not permitted. ANY e-devices (cell phones, PDAs, I-Phones, Blackberries, other texting devices, laptops, I-pods) must be completely turned off during class time. Upon request, you must comply and put your device on the table in off mode and FACE DOWN. You might also be asked to deposit your devices in a designated area in the classroom. Videotaping faculty lectures is not permitted due to copyright infringement regulations. Audiotaping may be permitted if approved by the professor. Use of any recorded or distributed material is reserved exclusively for the USC students registered in this class.

## **CLASSROOM BEHAVIOR/ETIQUETTE**

The classroom is a professional learning environment and each student's behavior must reflect this. Students are expected to arrive on time, avoid disruptive entrances and exits, be prepared for class, be attentive, be respectful, and be engaged with instructor lectures and discussions (no work for other classes or reading non-class materials during class).

## **STATEMENT ON ACADEMIC INTEGRITY**

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. Students are expected to be familiar with USC's Academic Integrity Policies (i.e., copying, fraudulent possession of an exam, plagiarism, submission of purchased papers, submitting the same assignment to more than one instructor) and be aware of recommended sanctions (i.e., F for the course, suspension or expulsion) associated with violating such policies. See SCAMPUS Guidebook for more detail ([www.usc.edu/scampus](http://www.usc.edu/scampus) or <http://scampus.usc.edu>). It contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: <http://www.usc.edu/student-affairs/SJACS/>. Failure to adhere to the academic conduct standards set forth by these guidelines and our programs will not be tolerated by the USC Marshall community and can lead to dismissal.

### **Class Notes Policy**

Notes or recordings made by students based on a university class or lecture may only be made for purposes of individual or group study, or for other non-commercial purposes that reasonably arise from the student's membership in the class or attendance at the university. This restriction also applies to any information distributed, disseminated or in any way displayed for use in relationship to the class, whether obtained in class, via email or otherwise on the Internet, or via any other medium. Actions in violation of this policy constitute a violation of the Student Conduct Code, and may subject an individual or entity to university discipline and/or legal proceedings.

## **NO RECORDING AND COPYRIGHT NOTICE**

**It is a violation of USC's Academic Integrity Policies to share course materials with others without permission from the instructor. No student may record any lecture, class discussion or meeting with me without my prior express written permission.** The word "record" or the act of recording includes, but is not limited to, any and all means by which sound or visual images can be stored, duplicated or retransmitted whether by an electro-mechanical, analog, digital, wire, electronic or other device or any other means of signal encoding. I reserve all rights, including copyright, to my lectures, course syllabi and related materials, including summaries, PowerPoints, prior exams, answer keys, and all supplementary

course materials available to the students enrolled in my class whether posted on Blackboard or otherwise. They may not be reproduced, distributed, copied, or disseminated in any media or in any form, including but not limited to all course note-sharing websites. Exceptions are made for students who have made prior arrangements with DSP and me.

Students are expected to be familiar with USC's Academic Integrity Policies (i.e., copying, fraudulent possession of an exam, plagiarism, submission of purchased papers, submitting the same assignment to more than one instructor) and be aware of recommended sanctions (i.e., F for the course, suspension or expulsion) associated with violating such policies. See Appendix A in the SCAMPUS Guidebook for more detail.

### **STATEMENT FOR STUDENTS WITH DISABILITIES**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to the instructor as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. For more information visit [www.usc.edu/disability](http://www.usc.edu/disability).

### **EMERGENCY PREPAREDNESS/COURSE CONTINUITY**

In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies.

Please activate your course in Blackboard with access to the course syllabus. Whether or not you use Blackboard regularly, these preparations will be crucial in an emergency. USC's Blackboard learning management system and support information is available at [blackboard.usc.edu](http://blackboard.usc.edu).

### **INSTRUCTOR-STUDENT COMMUNICATION**

If at any time during the course you have a question about course related issues, please do not hesitate to contact the instructor. The best way is via email. If the office hours are inconvenient, contact the instructor to schedule an appointment.

### **COURSE CALENDAR/READINGS/CLASS SESSIONS**

**Please note: The instructor reserves the right to make changes to this syllabus for various reasons including the need to accommodate guest speakers, the speed of the class, adding new information/events worthy of discussion, unforeseen events, etc.**

**Be aware that the chapters assigned are not always in the order that the book presents them. That's because this instructor prefers to review chapters that deal with audience segments near the beginning of the semester. Makes for a robust audience discussion.**

<b>DATE</b>	<b>DAY</b>	<b>TOPIC</b>	<b>ASSIGNMENT</b>
Aug 26	Tues	Course Intro	
Aug 28	Thurs	Understanding Consumer Behavior	Required: Consumer Behavior Ch 1 Optional: Creating Blockbusters Ch 2
Sept 2	Tues	Marketing Research + Introduction to the USC Marshall Critical Thinking Initiative	Required: Consumer Behavior Appendix on pgs 28-41 Optional: Creating Blockbusters Ch 12
Sept 4	Thurs	Consumer Motivations	Required: Consumer Behavior Ch 2 Optional: Creating Blockbusters Ch 3
Sept 9	Tues	Consumer Diversity	Required: Consumer Behavior Ch 12 Optional: Creating Blockbusters Ch 7
Sept 11	Thurs	Teams: Invention Session 1	
Sept 16	Tues	Social Class & Household Influences	Required: Consumer Behavior Ch 13
Sept 18	Thurs	Psychographics	Required: Consumer Behavior Ch 14
Sept 23	Tues	Teams: Invention Session 2	
Sept 25	Thurs	Exposure & Attention & Perception	Required: Consumer Behavior Ch 3 Optional: Creating Blockbusters Ch 10
Sept 30	Tues	Memory, Knowledge & Comprehension	Required: Consumer Behavior Ch 4
Oct 2	Thurs	Guest Speaker: TBD Mid-Term Prep Review	
Oct 7	Tues	MID-TERM EXAM	
Oct 9	Thurs	Attitudes – High & Low Effort	Required: Consumer Behavior Ch 5/6
Oct 14	Tues	Discuss Mid-Term Results Teams: Invention Session 3	
Oct 16	Thurs	Problem Recognition & Info Search	Required: Consumer Behavior Ch 7
Oct 21	Tues	Judgment/Decision Making- Hi/Low Effort Discuss/Assign Individual Projects	Required: Consumer Behavior Ch 8/9
Oct 23	Thurs	Teams: Invention Session 4	
Oct 28	Tues	Social Influences	Required: Consumer Behavior Ch 11
Oct 30	Thurs	Post-Decision Process	Required: Consumer Behavior Ch 10



Nov 4	Tues	Innovations	Required: Consumer Behavior Ch 15 Optional: Creating Blockbusters Ch 4/11
Nov 6	Thurs	Teams: Invention Session 5	
Nov 11	Tues	Ethics	Required: Consumer Behavior Ch 17
Nov 13	Thurs	Outside of Class Research Exercise for Individual Project	(Note: USC Home Football Game)
Nov 18	Tues	Guest Speaker: TBD Individual Project Due in Class (3 page Word hard copy due in class + send Word doc and PowerPoint to professor via email)	
Nov 20	Thurs	Individual Project Presentations (Oral)	
Nov 25	Tues	Individual Project Presentations (Oral)	
Nov 27	Thurs	Thanksgiving Break	
Dec 2	Tues	Creating Blockbusters Keys to Career Success	
Dec 4	Thurs	Review & Catch up for Final Exam	
Dec 11th	Thurs	Final Exam (7:00pm - 9:00pm)	