

Office: HOH 606

Email: uhalde@marshall.usc.edu

Note: There is no prerequisite for this course. If you have not taken BUAD 307 or MKT 385 (the listed prerequisites), you are still welcome to enroll. Please contact Marshall's undergraduate advising office to request the prerequisite waiver.

COURSE DESCRIPTION

In this class, we'll seek to understand consumers' happiness and wellbeing. We'll read and discuss several popular books and articles written on happiness and wellbeing, reflecting the diverse perspectives of scientists (psychologists, sociologists, economists, and neuroscientists) and businesspeople. These books and articles will serve as the foundation for discussion of consumers' participation in the \$12 billion self-improvement industry (e.g., motivational speakers, life coaches, apps, online courses, and in-person trainings), which may or may not contribute to happiness and wellbeing. In addition to the self-improvement industry, we'll discuss the emerging field of *social marketing*, in which individuals leverage commercial marketing strategies to increase individual wellbeing and societal welfare.

This is an area of study that is very complex. What is happiness? What is wellbeing? How should researchers study happiness and wellbeing? How can individuals increase their happiness and wellbeing? What is the marketer's role in eliciting *and* sustaining happiness and wellbeing? While these questions may seem straightforward and the answers may seem obvious, they are actually quite challenging to answer.

A thorough understanding of consumer happiness and wellbeing will not only help you become a better businessperson, but also help you in your personal and professional life (regardless of the organizational context you choose to work in). It will enable you to increase others' happiness (through effective products, marketing communication, customer service, etc.), and increase your own happiness through the perspectives you adopt and decisions you make.

LEARNING OBJECTIVES

This course aims to equip you with the knowledge and skills needed to:

- Define happiness and wellbeing (as it has been defined by academic researchers in various fields, including Psychology, Marketing, and Consumer Behavior)
- Identify methods and measures used in the empirical study of happiness and wellbeing
- Identify factors that influence happiness and wellbeing, and the conditions under which they do so
- Communicate more effectively about happiness and wellbeing in personal and professional life
- Describe the effects of various products (e.g., social media) and marketing communication campaigns (e.g., Dove Real Beauty) on consumer happiness and wellbeing
- Develop marketing strategies that will generate profit and increase consumer happiness and wellbeing