

Syllabus

MKTG 374: Consumer Analysis

Spring 2018

Class Meetings: Tuesdays & Thursdays, 11:10 AM – 12:30 PM

Classroom: FA 225

Instructor Information

Professor: Dr. Ekpo

Office: BSB 333

Office Phone: 856-225-2742

Email: akon.ekpo@rutgers.edu

Virtual office hours: By appointment only at <http://www.calendly.com/prof-ekpo>

Course Description and Objectives

True insight into how consumers feel, think, choose, consume, and evaluate is the foundation of many organizations' business success. Virtually all decisions involved in developing an effective marketing mix for a product or service rely on in-depth understanding of the consumers who make up the target market. Thus, a clear understanding of consumer behavior is critical to evaluating and developing effective marketing strategies. While all of us are ourselves consumers, our intuitions about our own behavior as well as that of other consumers are unfortunately often inaccurate. The primary objective of this course is to help each student become an insightful discoverer of consumer insights.

To this end, by the end of this course, you should be able to:

1. Discuss how consumers *think, feel and behave* when moving through the *decision-making process*
2. Recognize the *various psychological, social and cultural influences* on consumer decision-making
3. Apply consumer research techniques and discover the implications to managerial actions

Course Structure

This course is targeted at intellectually motivated students interested in pursuing careers in marketing, entrepreneurship, business consulting, media and advertising, general management, as well as not-for-profit marketing. The format of this course will be action-learning oriented with both in- and out-of-class exercises and a consumer research (group) project, in addition to more traditional lectures, readings, and case studies.

Course Requirements & Grading Criteria

Grades will be determined based on the following criteria (subject to further changes):

Table: Assignments & Point Allocation

Activity	Points
Individual Assignments	
Quizzes (10 chapters)	100
Midterm	150
Final	250
Group Assignments	
Project Deliverables:	250
Proposal (50 pts)	
Research Plan (50 pts)	
Research Results Overview (150 pts)	
Final Project	250
Total	1000

Table: Grading Scale

Letter Grade	Points
A (highest grade)	900 – 1000
B+ (work of distinction)	850 – 899
B (work of distinction)	800 – 849
C+ (average work)	750 – 799
C (average work)	700 – 749
D (passing, but unsatisfactory)	600 – 699
F (failure without credit)	599 & below

A note about grading: Please note that **it is NOT my policy to round scores for any reason.** Therefore, do not ask.

Quizzes

Quizzes are intended to measure students' comprehension of the assignment readings. They are given before each chapter and are completed in Sakai. Quizzes cover all required readings and are by 6:00 AM the first day of chapter discussion (please see course schedule for dates). Students have 30 minutes to complete 10 multiple choice questions. Due dates for quizzes are posted in Sakai. **There are NO make-ups for missed quizzes. No exceptions.**

Midterm & Final Exams

Exams are intended to measure the student's ability to comprehend and apply learned content in problem-solving situations. The exam covers all readings, videos, lectures, discussions, assignments, and in-class activities assigned by the instructor. All exams are closed book and notes. **Exams are not to be missed by any student; make-up exams will not be given with exception for extreme emergency.** In the case of an extreme emergency, the student must notify the instructor BEFORE the exam.

Project Deliverables

Project deliverables are meant to assist students in the planning and implementation of their final project. There are three project deliverables due throughout the course. Deliverables are graded and will receive feedback to give each group the opportunity to present their best project presentation. The deliverables required are the following (check the course schedule for due dates):

- *Proposal*
- *Research plan*
- *Research results overview*

Detailed information about the requirements for each deliverable is located in Sakai. Project deliverables are to be submitted in Sakai as a group assignments.

Final Project

The main objective of the final project is to give you a hands-on opportunity to understand and examine how consumption behavior works in the real world. We discuss a lot of theory around various consumption behaviors, however the project is designed to give you opportunity to apply those theories for marketing practice. Students will conduct their own consumer research, analyze the results, and discuss the marketing implications of their results. Detailed information about the requirements of this assignment is located in Sakai. This is a group assignment that will be presented in class.

Course Material

Required Textbook

Consumer Behavior: Human Pursuit of Happiness in the World of Goods by Mittel, Avery, Kozinets, Raghurir, & Woodside (2017), 4th edition. OpenMentis Press.

ISBN: 978-0-9791336-7-1

*NOTE: If students choose to use an earlier edition, please pay attention to the chapter titles, as these have changed from edition to edition. Students are responsible for ensuring correct assigned readings.

Other Required Readings

In addition to the required textbook chapter readings, required articles will be available in Sakai. These readings are pulled from various sources (i.e. industry reports, book chapters, academic and business

journals, and popular media) that relate to the focal topic(s) of the session and have been provided to give you a broader flavor of as well as deeper insights into the topic(s) outside of in-class discussions. When reading these articles, you might find it useful to think about the implications of the basic ideas contained within them and how they can be applied to your industry/major. You might also find them useful in generating ideas for your field project. Please feel free to let me know if you wish to discuss any of these readings.

Communication

Office Hours

Students seeking to discuss grades, personal issues, or assistance with their assignments/ projects, must set up an appointment (directly) to meet with the instructor during office hours. Appointments can be made online at www.calendly.com/prof-ekpo or using the Appointments section in Sakai (left navigation menu).

Sakai

I will use Sakai to upload supplementary readings, make announcements, and post grades. **It is the student's responsibility to check Sakai on a frequent basis and keep up to date with new announcements.**

Cancellations and other announcements will also be posted here. You can set your preferences to notifications of items added to Sakai in the My Workspace > Preferences > Notification section.

Email

Electronic communications to students will be done using your Rutgers email address provided to you. Not checking your Rutgers email is not an excuse for missing any communications. Please forward your Rutgers email to your personal email if necessary. If you choose to email the instructor, please note that **response to your emails are NOT immediate**, and will be responded to **Monday-Friday 9 am – 5 pm only**.

Please also note that **email is NOT an appropriate medium to discuss grades, assignments, projects, or personal matters (except as a follow-up from an office hour appointment)**, and will NOT be responded to. Instead, you should set up a virtual appointment to discuss these matters with the instructor.

Big Blue Button (Sakai)

On days in which in-person class is canceled due to inclement weather or instructor travel, we will conduct class virtually using Big Blue Button. All students have access to Big Blue Button free of charge and can be accessed in Sakai. In the case of an online class session, notification will be given in advance via Announcement in Sakai and email to all students. Instructions for using Big Blue Button can be found in the Help section in Sakai or by contacting the OIT Help Desk. It is highly suggested that you test your computer for compatibility with Big Blue Button, in advance of any online class session.

Course Policies

Late Work

Late work is NOT accepted. There are **no exceptions** to this policy.

Extra Credit

Grades are determined based on students' mastery of course material. Extra credit opportunities are meant to supplement these efforts to give everyone a chance at the higher grade if they are feasibly within range of the higher grade. Extra credit is not a means to make-up missed work, assignments, or effort. Therefore, no more than two extra credit opportunities may be given for this course. The total worth of these opportunities will not exceed more than two percentage points.

Accommodations

Disability Services

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>.

If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please follow the instructions outlined on the Rutgers University-Camden Disability Services web site at: <https://learn.camden.rutgers.edu/disability-services-general-information>. Please note: students must present a letter of accommodation from the Rutgers-Camden Office of Disability Services, for accommodations to be made in this course.

Further inquiries should be directed to:

Ajeenah Nuriddin-Little
(856) 225-2722
Rutgers-Camden Disability Services
Armitage Hall, Room 240
311 North Fifth Street, Camden, NJ 08102-1405
E-mail: ajeenah.nuriddin-little@camden.rutgers.edu

Writing Help

In addition to the content, written assignments will be graded on writing quality. It is important in business writing to be clear, direct, and persuasive. Therefore, all papers should be written clearly, concisely, logically, and in keeping with rules of Standard English. Poor spelling, grammar, syntax, and punctuation will be penalized. If you have a writing weakness, you are strongly encouraged to seek help (free of charge) from the **Learning Center**, Armitage Hall Room 231, Phone: 856-225-6442, <http://learn.camden.rutgers.edu/writing-assistance>

Tutoring

There may be topics that are a bit difficult to grasp. However, if you feel you are having excessive trouble grasping material, you are strongly encouraged to seek tutoring assistance from the **Learning Center**, Armitage Hall Room 231, Phone: 856-225-6442, <http://learn.camden.rutgers.edu/tutoring>

Academic Integrity

You (the student) are responsible for making yourself aware of and understanding the policies and procedures in the Undergraduate and Graduate Catalogs that pertain to Academic Honesty. These policies include cheating, fabrication, falsification and forgery, multiple submissions, plagiarism, complicity and computer misuse. These policies can be found at <http://academicintegrity.rutgers.edu> in the Policy section. **If there is reason to believe you have been involved in academic dishonesty, you will be reported to the Office of Student Conduct.** You will be given the opportunity to review the charge(s). If you believe you are not responsible, you will have the opportunity for a hearing. You should consult with your instructor if you are uncertain about an issue of academic honesty *prior* to the submission of an assignment or quiz.

Student Code of Conduct

Rutgers University is committed to providing courses that meet the highest standards of excellence with the mission of preparing participants to become productive members of society and good citizens of the world (Rutgers University Code of Student Conduct can be accessed at <http://studentconduct.rutgers.edu/university-code-of-student-conduct/>).

In general, students may not disturb normal classroom procedures by distracting or disruptive behavior. Examples of disruptive behavior include, but are not limited to, the following:

- Repeatedly leaving and entering the classroom without authorization
- Answering cellular phone or allowing pager/cell phone to ring
- Making loud or distracting noises
- Repeatedly speaking without being recognized, interrupting the instructor or other students, or otherwise acting in disregard of the instructor's requests
- Threats and/or violence

Violations of the code should and will be reported to the Dean of Students:
deanofstudents@camden.rutgers.edu or 856-225-6050.

If a violation is immediate and a potential threat is a concern, the Rutgers-Camden police should and will be contacted at 856-225-6111.