

MARK4100 Consumer Behavior (CB)

Professor Barbara CARROLL – Fall 2007

Info about Me and My Availability to You:

BS – Marketing, Mississippi State University, 1971

MBA – University of Kentucky, 1982

PhD (Marketing Major, Social Psychology/Quantitative Analysis Minors) – Indiana University, 1986

At UGA since 1986

Non-Academic Work Experience: Professional Buying – Retailing, Manufacturing, and Government

Research Interests: Satisfaction, Disposition Behavior, eBay, Solo Singles

I teach two section of CB at 9:30 and 11:00 TTH. I will be in my office, 118 Brooks, from 12:30-2:00 pm TTH for drop by office hours. Other times may be arranged by appointment. I shall come in afternoon before each test for several hours for last-minute questions on a drop-by basis.

You can reach me quickest by email, bcarroll@uga.edu. You may also leave a message at 706-542-3756. This course has MARK3000 (Principles) as a prerequisite.

Book:

Out text book is Michael **Solomon's Consumer Behavior, 7th edition**. Current edition is required. Additional readings may be assigned periodically. There is no formal attendance policy, but you will need a good set of notes to do well on the exams (I DO NOT GIVE OUT MY NOTES TO STUDENTS).

Grading:

The grade for most of you will be the average of THREE objective exams (non-comprehensive) that will cover any/all material discussed in class, outside readings, etc. I will provide a study guide for each exam about two weeks ahead of the exam. While I do not guarantee that the study guide will cover ALL questions on the exam, the vast majority will be covered by this study aid.

- Exam I MC/TF (approximately 80 questions) - **Tuesday, September 25**, Chapters 1-5
- Exam II - MC/TF (approximately 80 questions) - **Tuesday, October 23**, Chapters 6-10
- Exam III – MC/TF (approximately 80 questions) – **Tuesday, November 27**, Chapters 11-17 (least dense of all material covered)

Makeup Exams - **essay** - 4/5 big questions on material (on big topics, e.g., chapter titles). You may *have to* answer one or two with the remaining chosen from a total of five. I do not box you in with the questions. Be prepared to discuss the theoretical and empirical contributions to knowledge on the topic, as well as provide marketing applications of such knowledge. You can choose to take regular objective exam or makeup essay exam(s), **BUT YOU CANNOT TAKE BOTH** – **All make-ups are given the same day during class period, Thursday, November 29**. Grades tend to vary more on essay exams, and it can be easier to do poorly on an essay test if you are not well prepared

You may choose to do the following written assignment (an excellent learning experience) to count 25%, with the three exams counting 75%. This project will involve:

1. Documenting a consumer behavior trend in the literature
2. Developing a new FOR-PROFIT consumer product based on this trend (YOU MUST MAKE YOUR MONEY DIRECTLY FROM CONSUMERS)
3. Identifying the target market/developing the *positioning* for your product relative to the competition
4. Developing a marketing plan to achieve that positioning
 - a. the product
 - b. the place
 - c. the price
 - d. the promotion (include advertising, sales promotion, personal selling, publicity, as appropriate)
5. Show in hard numbers what projected sales, costs, and profit will be in BOTH the short and the long run (however you define these).

I'll be available to assist, make suggestions, challenge your thinking, etc. during office hours, but ultimately this is YOUR PROJECT. You will turn in a 10-15 page document addressing the above points. I shall grade this project. You will be graded on your creativity and presentation. This is to be slipped under my door by **Monday, November 26** (keep a file/copy "just in case"). **If you want to take this course as an Honors Option, you have to do this project.. Note: your product idea must be approved by me as the first order of business here.**

There is an optional take home **final** that involves summarizing the lead (i.e., first) article in the April 2006 issue of *Marketing Letters*, "Some Antecedents and Outcomes of Brand Love," (Carroll and Ahuvia). **THIS OPTIONAL FINAL ADDS ONE PERCENTAGE POINT TO YOUR FINAL AVERAGE, IF AND ONLY IF YOU FOLLOW THESE INSTRUCTIONS TO THE LETTER. Write the summary *in your own words, not those of the authors.* KEY COMPONENTS OF THIS ASSIGNMENT ARE FINDING THE ARTICLE (there will be no monetary cost to you) AS REQUIRED AND FOLLOWING THESE INSTRUCTIONS.**

1. Two-page single spaced summary with your name, class time, UGA ID#, and email address in top-left corner
2. Article title centered as title of summary
3. Separate sections with headings:
 - a. Research Question
 - b. Research Method
 - c. Findings
 - d. Marketing Implications
 - e. Staple article (**PDF FORMAT WITH ALL PICTURES, TABLES, ETC.**) to the back of your summary and slip under my door by **Thursday, December 06** (keep a file/copy "just in case").

Class Atmospherics:

I teach from overheads, but try to combine structure and freestyle discussion on the topics. Please feel free to ask questions and make a contribution, as sometimes you may know more about a particular topic than any of us. That said, please do not "dominate" class discussions to allow any/all to offer their thoughts. Professional behavior is expected in class.

If you would like to make a presentation related to a particular topic (take a look at chapter headings)...may involve family business, internship you did, work experience you have, what your CB is like in your home country (if you are an international student), etc., I welcome this and will set aside time in such. Oftentimes the greatest insights come from students. This would be good experience for you (to hone your presentation skills, to let people get to know you better) and for us as a class.

Other Stuff:

I hope to have exam grades back to you the next period. I will bring grades to class for a few periods after the exam. If you want to go over your exam, you will need to come by during office hours or another mutually agreeable time on TTH. The only days other than TTH that I am available will be the day before each test.

Plan A is to cover at least to a degree all of the all of the chapters in the book in order; I'll tell you at the end of each class what your chapter is for the next class.

Thursday, November 29 during the regular class period (when I'm also giving any make-ups needed) is the last day to check your grade inputs, review any materials, or ask any questions. At that point, if you are not taking a makeup or doing the project, your course grade (without the optional final) will be available. You may then determine if you need to do the optional final, due Thursday, December 06.

Note: I do not email any grades except as discussed below with following exception: make-up exams, projects, and optional final. Take responsibility for yourself in this regard..

You are expected to attend class during your enrolled period. However, **if non-routine circumstances** preclude your attending your class, feel free to come to my other class. However, there is no guarantee each class will be at the same point in the material, and you are responsible for making sure you have a complete set of notes.

You will need to prepare a **LARGE TENT CARD WITH YOUR NAME AND PICK OUT A SEAT AND STAY THEREABOUTS FOR THE SEMESTER. PLEASE MAKE YOUR NAME LARGE AND EASILY VISBLE FROM AFAR. PLEASE BRING THIS CARD TO CLASS EACH DAY.**

Grade Cuts:

A	93.0
A-	89.5
B+	87.0
B	83.0
B-	79.5
C+	77.0
C	73.0
C-	69.5
D	59.5