

CONSUMER AND ORGANIZATIONAL BUYER BEHAVIOR  
MARK 4100  
PROFESSOR GEORGE M. ZINKHAN  
UNIVERSITY OF GEORGIA  
TUESDAY, THURSDAY, 2:00 - 3:15 pm  
Sanford 209  
SPRING 2008

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### **Course Description**

The objective of this course is to integrate three broad streams of thought: consumer behavior, marketing research, and marketing management. To this end, we will discuss marketing management in organizations that are concerned with meeting consumer needs and wants by providing products and services. The course provides a general perspective of consumer behavior and analysis techniques, as applied to managerial marketing. The reading material offers a fundamental understanding of marketing as applied to business situations.

To structure the course, we'll rely upon the underlying disciplines of economics, behavioral sciences, mathematics and statistics, and we will use cases throughout the semester. An effort will be made to provide a framework for integrating personal experiences as a basis for continued learning in marketing-related contexts.

Some major themes explored in this course include: (1) constructing frameworks and appropriate tools for analyzing consumers; (2) understanding ways to analyze consumer behavior/marketing strategy relationships; (3) creating a holistic perspective that integrates our own consumption approaches and experiences with theoretical and conceptual models of consumer behavior; (4) developing a cross-cultural perspective that considers how consumer behavior varies around the world, and (5) exploring the impact of the Internet on buyer behavior and marketing.

### **Required Readings**

1. Consumers (APZ), Eric Arnould, Linda Price and George Zinkhan (2004), McGraw Hill-Irwin.
2. A packet of reading material and assignments at Bel-Jean. **(P)** (Also, see Webct)

### **Evaluation**

Your grade will be determined by your performance on five different activities: a) three exams; b) group term paper; and c) individual class participation (including class exercises and assignments). The weights for each item are equal:

|                     |            |
|---------------------|------------|
| Exam 1              | 20%        |
| Exam 2              | 20%        |
| Exam 3              | 20%        |
| Term Paper          | 20%        |
| Class Participation | <u>20%</u> |
| <br>TOTAL           | <br>100%   |

The class participation grade is based on an appraisal of your preparation, your ability to apply marketing concepts in class discussion, your performance on various in-class and out-of-class assignments/exercises, your willingness to participate in class discussions, and the quality of that participation.

### **Group Assignments**

For this class, you will organize into teams, each team consisting of five or six members. Team assignments and presentations will be completed throughout the semester. In addition, the term paper is a team-based project. Each team completes one term paper.

### **Special Comments**

Scheduled assignments may need to be adjusted, as the semester unfolds. You are responsible for obtaining all handouts in the rare event that you must be absent from a class meeting.

### **Tentative Schedule**

|            |          |            |  |
|------------|----------|------------|--|
| Session 1. | Tuesday  | January 8  | First day of Class<br>No Assignment  |
| Session 2. | Thursday | January 10 | <u>Read:</u> Chapter 1 (APZ) "Overview of Consumer Behavior"<br><u>Turn in:</u> First Essay on "The Good Life"                             |
| Session 3. | Tuesday  | January 15 | <u>Read:</u> "Outline for Case Analysis" (P, 34)<br>"Quotations, Vignettes" (P, 6)<br><br><u>Turn in:</u> "List of Treasures" (see Web CT) |
| Session 4. | Thursday | January 17 | <u>Read:</u> Chapter 5 (APZ), "... Marketing Strategies"<br><u>Turn in:</u> Second Essay on "The Good Life"                                |
| Session 5. | Tuesday  | January 22 | <u>Read:</u> Chapter 6 (APZ) "Learning about Consumers"  |
| Session 6. | Thursday | January 24 | <u>Prepare:</u> "Weston Food" (P, 30)<br><u>Turn in:</u> "Choice Dilemmas Procedure:"  |

Risk Questionnaire (P, 22)

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| Session 7.  | Tuesday  | January 29  | <u>Prepare:</u> "General Motors Cadillac" (P, 74)   |
| Session 8.  | Thursday | January 31  | <u>In Class:</u> Review for First Exam  |
| Session 9.  | Tuesday  | February 5  | <u>In Class:</u> <b>First Exam</b>  |
| Session 10. | Thursday | February 7  | <u>Read:</u> Chapter 10 (APZ) "Self and Selves"<br><u>In Class:</u> Rituals (A Scenario) (P, 32)  |
| Session 11. | Tuesday  | February 12 | <u>In Class:</u> Work on Term Paper   |
| Session 12. | Thursday | February 14 | "Marketing & Consumer Behavior"<br><u>Guest Lecturer:</u> Mark Mayer  |
| Session 13. | Tuesday  | February 19 | <u>Read:</u> "American Dream" (P, 46)<br><br><u>In Class:</u> Good Life / Fire Presentations<br>(See P, 114)<br><u>Turn in:</u> "Ritual Assignment"<br>(Valentine's Day; see Webct) |
| Session 14. | Thursday | February 21 | <u>In Class:</u> Consumer Behavior on the Web<br>Good Life / Fire Presentations   |
| Session 15. | Tuesday  | February 26 | <u>In Class:</u> Good Life / Fire Presentations<br><u>Read:</u> Chapter 3 "... Culture" (APZ)   |
| Session 16. | Thursday | February 28 | <u>Read:</u> Chapter 16 "Acquiring Things"  |
| Session 17. | Tuesday  | March 4     | <u>Read:</u> Chapter 2 (APZ) "The Changing of Consumption"  |
| Session 18. | Thursday | March 6     | Work on Term Paper  |
| Session 19. | Tuesday  | March 11    | Spring Break <b>NO CLASS</b>  |
| Session 20. | Thursday | March 13    | Spring Break <b>NO CLASS</b>  |
| Session 21. | Tuesday  | March 18    | <u>Prepare:</u> "Twin Pines" (P, 19)<br><u>Read:</u> Chapter 15, "...Attitudes ..."   |
| Session 22. | Thursday | March 20    | <b>Turn in: Term Paper</b>  |
| Session 23. | Tuesday  | March 25    | <u>Read:</u> "Meaning of Things" (P, 158)<br><u>Read:</u> Chapter 7 (APZ)   |
| Session 24. | Thursday | March 27    | <u>Read:</u> Chapter 8 (APZ) "Perception..."  |

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|-------------|----------|----------|---|
|             |          |          | <u>Prepare:</u> Money Supply Problem <b>(P, 63)</b>                       |
| Session 25. | Tuesday  | April 1  | <u>In Class:</u> Review for Second Exam                                   |
| Session 26. | Thursday | April 3  | <u>In Class:</u> <b>Second Exam</b>                                       |
| Session 27. | Tuesday  | April 8  | <u>Turn in:</u> Midget Eagle Analysis <b>(P, 62)</b>                      |
| Session 28. | Thursday | April 10 | <u>Read:</u> Chapter 9 (APZ) "... Experience, Learning and Knowledge"     |
|             |          |          | <u>Read:</u> "Urban Legends" <b>(P, 145)</b>                              |
| Session 29. | Tuesday  | April 15 | <u>Read:</u> Chapter 11 (APZ) "Lifestyles: Consumption Subcultures"       |
| Session 30. | Thursday | April 17 | Work on Ethics Questions  |
| Session 31. | Tuesday  | April 22 | <u>Turn in:</u> Ethics Questions <b>(P, 42)</b>                           |
| Session 32. | Thursday | April 24 | <u>In Class:</u> Course Summary<br><u>In Class:</u> Review for Third Exam |
|             |          |          | <b>Last Day of Class</b>  |
| Session 33: | Thursday | May 1    | <b>Third Exam, 3:30 to 5 p.m.</b>   |