

BEHAVIORAL THEORY AND MARKETING
MARK 7450
PROFESSOR GEORGE M. ZINKHAN
UNIVERSITY OF GEORGIA
TUESDAY, THURSDAY 11:00 a.m. – 12:15 p.m.
CALDWELL 206
FALL 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 customer needs and wants with 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.

Required Reading

Consumers (APZ), Eric Arnould, Linda Price, and George Zinkhan (2004), McGraw-Hill/Irwin, Second edition.

A packet of reading material and assignments at Bel Jean (P)

Evaluation

Your grade will be determined by your performance on three different activities: a) your answers to chapter-end questions/exercises (two chapters); b) a term paper and c) individual class participation (including class exercises and assignments). The weights for each item are:

Answers to Chapter End Questions:	30%
Term Paper	40%
Class Participation	<u>30%</u>
TOTAL	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 assignments/exercises, and your willingness to participate and quality thereof.

Group Assignments

For this class, you will organize into teams, each team consisting of three or four or five members. Each team must prepare a written analysis of one topic in consumer behavior. A list of possible paper topics is provided in the packet. The written report *cannot* exceed 25 pages (typed, double spaced). You may include any reasonable amount of support material in an appendix. In addition, to this major project, there are individual and group assignments and presentations which are due throughout the semester.

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	8/19	Introduction No assignment
Session 2.	Thursday	8/21	Overview <u>Read</u> : Chapter 1 (APZ), "Overview of Consumer Behavior" "Quotations on Buyer Behavior" P, 2) Vignettes (P, 6) <u>Turn in</u> : Essay on the Good Life
Session 3.	Tuesday	8/26	Marketing Plan / Demand <u>Read</u> : "Marketing Planning Guide" (P, 34) (aka "Outline for Case Analysis")
Session 4.	Thursday	8/28	Term Papers <u>In Class</u> : Discuss Term Papers <u>Read</u> : Suggested Term Paper Topics (P, 136)

- Session 5. Tuesday 9/2
Work on Term Paper
- Session 6. Thursday 9/4 **Research**
Read: Chapter 6 (**APZ**) "Learning about Consumers"
- Session 7. Tuesday 9/9 **Research**
Prepare: Weston Food (**P, 30**)
- Session 8. Thursday 9/11 **Marketing Strategy**
Read: Chapter 5 (**APZ**), "Consumer Behaviors & Marketing Strategies"
- Session 9. Tuesday 9/16
Read: Chapter 2 (**APZ**), "The Changing World of Consumption"
Turn in: Risk Questionnaire, "Choice Dilemmas Procedure" (**P, 22**)
- Session 10. Thursday 9/18 **Strategy**
Prepare: "General Motors: Cadillac" (**P, 74**)
- Session 11. Tuesday 9/23 **Culture**
Guest Lecture: Jenna Drenten
Read: Chapter 3 (**APZ**), "The . . . Nature of Culture";
- Session 12. Thursday 9/25 **Self Concept**
Read: Chapter 10 (**APZ**), "Self and Selves"
In Class: Discuss Term Paper

- Session 13. Tuesday 9/30 **Marketing Ethics**
Guest Lecture: Dr. Warren French
Read: 3 web sites (e.g., QRCA.org)
- Session 14. Thursday 10/2 **Research**
Guest Lecturer: Mark Mayer, "Humor & Marketing Communications"
Turn in: Outline for Term Paper
- Session 15. Tuesday 10/7 **Lifestyles & Research**
Read: Chapter 11 (**APZ**), "Lifestyles ..."
Prepare: Twin Pines (**P, 19**)
- Session 16. Thursday 10/9
Turn in: Chapter-end questions/Chapter Exercises (Chapter 6 or Chapter 11 or an essay selected from the listing of term-paper topics).
- Session 17. Tuesday 10/14 **Perception**
Read: Chapter 8 (**APZ**), "Perceptions ..."
- Session 18. Thursday 10/16 **Acquisition**
Read: Chapter 16 (**APZ**), "Acquiring Things"
- Session 19. Tuesday 10/21
Prepare: Money Supply Problem (**P, 63**)
- Session 20. Thursday 10/23
NO CLASS, Career Fair for MMR Students (Buckhead)

- Session 21. Tuesday 10/28 **Web Page Design**
Read: Chapter 14 (**APZ**), “Interpersonal Influence”
- Session 22. Thursday 10/30
Turn in: Chapter-end Questions/Chapter Exercises (Chapter 14 or 16 or one essay selected from the listing of term-paper topics).
- Session 23. Tuesday 11/4
Prepare: “Midget Eagle” (**P, 62**)
In Class: Consumer Behavior on the Web
- Session 24. Thursday 11/6
 Work on Term Paper
- Session 25. Tuesday 11/11 **Rituals**
Prepare: Ritual Scenario (**P, 32**)
- Session 26. Thursday 11/13 **Learning**
Read: Chapter 9 (**APZ**), “Experience, Learning ...”
- Session 27. Tuesday 11/18 **Attitudes**
Read: Chapter 15 (**APZ**), “Consumer Attitudes . . .”
Turn In: Ethical Questions (**P, 42**)
In Class: Present Overview of Term Paper
- Session 28. Thursday 11/20
In Class: Present Overview of Term Paper

Session 29. Tuesday 11/25

HAPPY THANKSGIVING!

Session 30. Thursday 11/27

HAPPY THANKSGIVING!

Session 31. Tuesday 12/2

In Class: Present Overview of Term Paper

In Class: Course Summary

Session 32. Thursday 12/4

In Class: Present Overview of Term Paper

Session 33. Thursday 12/11 12:30 pm

Turn in: Term paper (gzinkhan@terry.uga.edu)