

CONSUMER AND ORGANIZATIONAL BUYER BEHAVIOR
MARK 4100
PROFESSOR GEORGE M. ZINKHAN
UNIVERSITY OF GEORGIA
TUESDAY, THURSDAY, 8:00 - 9:15 am
SPRING 2009
112 Sanford Hall

Office: 138 Brooks Hall
Telephone: 542-3757
e-mail: gzinkhan@terry.uga.edu

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>
 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 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.	Thursday	January 8	First day of Class No Assignment
Session 2.	Tuesday	January 13	<u>Read:</u> Chapter 1 (APZ) "Overview of Consumer Behavior" "Quotations, Vignettes" (P, 6) <u>Turn in:</u> First Essay on "The Good Life"
Session 3.	Thursday	January 15	<u>Read:</u> "Outline for Case Analysis" (P, 34) Chapter 5 (APZ), "... Marketing Strategies" <u>Turn in:</u> "List of Treasures" (see Web CT)
Session 4.	Tuesday	January 20	<u>Read:</u> Chapter 6 (APZ) "Learning about Consumers" <u>Turn in:</u> Second Essay on "The Good Life"

Session 5.	Thursday	January 22	<u>Prepare:</u> "Weston Food" (P, 30)
			<u>Turn in:</u> "Choice Dilemmas Procedure: Risk Questionnaire (P, 22)
Session 6.	Tuesday	January 27	<u>Prepare:</u> "General Motors Cadillac" (P, 74)
Session 7.	Thursday	January 29	Study for First Exam
Session 8.	Tuesday	February 3	<u>In Class:</u> Review for First Exam
Session 9.	Thursday	February 5	<u>In Class:</u> First Exam
Session 10.	Tuesday	February 10	<u>Read:</u> Chapter 10 (APZ) "Self and Selves" <u>In Class:</u> Rituals (A Scenario) (P, 32)
Session 11.	Thursday	February 12	<u>In Class:</u> Work on Term Paper
Session 12.	Tuesday	February 17	<u>In Class:</u> Good Life / Fire Presentations (See P, 114)
			<u>Turn in:</u> "Ritual Assignment" (Valentine's Day; see Webct)
Session 13.	Thursday	February 19	<u>Read:</u> "American Dream" (P, 46)
Session 14.	Tuesday	February 24	"Humor & Consumer Behavior" <u>Guest Lecturer:</u> Mark Mayer
Session 15.	Thursday	February 26	<u>Read:</u> Chapter 3 "... Culture" (APZ) <u>Guest Lecturer:</u> Jenna Drenten
Session 16.	Tuesday	March 3	<u>Read:</u> Chapter 16 "Acquiring Things"
			<u>In Class:</u> Consumer Behavior on the Web Good Life / Fire Presentations
Session 17.	Thursday	March 5	<u>Read:</u> Chapter 2 (APZ) "The Changing World of Consumption"
			<u>In Class:</u> Consumer Behavior on the Web Good Life / Fire Presentations
Session 18.	Tuesday	March 10	Spring Break NO CLASS
Session 19.	Thursday	March 12	Spring Break NO CLASS

Session 20.	Tuesday	March 17	<u>In Class:</u> “Future Technology & the Human Condition”
Session 21.	Thursday	March 19	<u>Prepare:</u> “Twin Pines” (P, 19) <u>Read:</u> Chapter 15, “...Attitudes ...”
Session 22.	Tuesday	March 24	Turn in: Term Paper
Session 23.	Thursday	March 26	<u>Read:</u> “Meaning of Things” (P, 158) <u>Read:</u> Chapter 7 (APZ)
Session 24.	Tuesday	March 31	<u>Read:</u> Chapter 8 (APZ) “Perception...” <u>Prepare:</u> Money Supply Problem (P, 63)
Session 25.	Thursday	April 2	<u>In Class:</u> Review for Second Exam
Session 26.	Tuesday	April 7	<u>In Class:</u> Second Exam
Session 27.	Thursday	April 9	<u>Turn in:</u> Midget Eagle Analysis (P, 62)
Session 28.	Tuesday	April 14	<u>Read:</u> Chapter 9 (APZ) “... Experience, Learning and Knowledge” <u>Read:</u> “Urban Legends” (P, 145)
Session 29.	Thursday	April 16	<u>Read:</u> Chapter 11 (APZ) “Lifestyles: Consumption Subcultures”
Session 30.	Tuesday	April 21	Work on Ethics Questions
Session 31.	Thursday	April 23	<u>Turn in:</u> Ethics Questions (P, 42)
Session 32.	Tuesday	April 28	<u>In Class:</u> Course Summary <u>In Class:</u> Review for Third Exam
			Last Day of Class
Session 33:	Tuesday	May 5	Third Exam, 9:30 to 11 a.m.