NATIONAL CHENGCHI UNIVERSITY
IMBA CONSUMER BEHAVIOR
SPRING 2014

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COURSE DESCRIPTION AND OBJECTIVES

Marketing begins and ends with the consumer -- from determining consumer needs to providing consumer satisfaction. Thus, a clear understanding of consumers is critical in successfully managing the marketing function in any organization, whether profit or nonprofit. The purpose of this course is to introduce you to the study of consumer behavior. Principles from various disciplines will be integrated as they relate to understanding consumption experiences and consumption meanings. The objectives of the course include:

- providing a basic understanding of the psychological, sociological, anthropological, and economic processes affecting consumer choices and consumption practices
- examining implications of these factors for marketing
- examining implications of these factors for consumer and societal well-being
- gaining a more global perspective on consumption issues

These objectives will be accomplished by:

1. Lecture and case discussion of many concepts and theories from the behavioral sciences and analyze their usefulness for developing marketing strategies. We will not necessarily cover all of the chapter material in class and we will cover additional material that is not in the textbook. Each student is expected to come prepared in advance to participate and facilitate class discussions.
2. Pertinent articles/video related to consumer behavior.
3. Class project.
4. Guest speakers (depending on availability and schedule).

The goal is for you to learn these key concepts and, more importantly, to develop your intellectual ability to apply them in analyzing consumer behavior and developing a deeper understanding of consumers.

Periodicals:

Outside articles will be assigned to supplement and elaborate certain concepts presented in the textbook. Students will be responsible for these articles and may be tested during exams.

GRADING

Grades will be based on the following:

Midterm	40%
Final (Class Project)	40%
Class participation (attendance, case discussion, etc.)	20%

CLASS PROJECT

The aim of this project is to apply the course concepts and materials in a real world situation. Students will do this project in groups of three.

Content and Structure

- Start your project by choosing a specific product or service category.
- Conduct a brief secondary research on the product or service category including market size and market structure (number of firms, share of market, sales volume, etc.) and describe market segments and market trends.
- Conduct a primary research (survey) and use any or all of the techniques covered in the class (STP, positioning, conjoint) to understand consumer choice or perception.
- Pick one or more of the brands and offer strategic recommendations for each including positioning, differential advantage, innovation, targeting, marketing mix, etc. based on your analysis and discussion of consumer behavior, assuming that people you talked to represent a market segment.

Deliverable

Each group will make a brief presentation (10-15 minutes) on the last day of class and submit the PowerPoint presentation as your report.

COURSE OUTLINE AND SCHEDULE

Date	Topic	Textbook	To Do Tasks	Reading List
May 31st	1. Introduction and the Study of Consumer Behavior 2. Customer Value Assessment and Valuing Customers 3. Segmentation, Targeting and Positioning (STP)	Introduction Ch. 10 Ch. 12	1. Market Segmentation and Privacy http://www.aclu.org/pizza/images/screen.swf	1. Why Service Stinks http://www.businessweek.com/2000/00_43/b3704001.htm 2. We're Sorry, All of Our Agents Are Busy with More Valuable Customers http://www.businessweek.com/2000/00_43/b3704004.htm 3. How You Can Get Stiffed http://www.businessweek.com/2000/00_43/b3704003.htm 4. How to Improve Your Profile http://www.businessweek.com/2000/00_43/b3704007.htm 5. Airport Security and Market Segmentation http://www.sfgate.com/cgi-bin/article.cgi?file=/c/a/2004/01/13/MNG9M48TT91.DTL 6. The Best Global Brands http://www.businessweek.com/magazine/content/01_32/b3744001.htm http://www.businessweek.com/magazine/content/01_32/b3744003.htm 7. Who Are My Best Customers? http://whitepapers.dmnews.com/whitepaper4883/
June 1st	1. Consumer Perception 2. Trade-Off (Conjoint) Analysis 3. Consumer Learning and Memory 4. Case: Garbage Collection in Taiwan		1. http://www.sawtoothsoftware.com/education/conjoint/cgi-bin/ciwweb.pl?hid_studyname=con1&hid_pagenum=1&sys_username=user&sys_password=&hid_javascript=1	1. Alter Perception to Open Opportunities http://www.dmnews.com/DMD-Speaker-Alter-Perception-to-Open-Opportunities/article/81119/ 2. Apple iPhone Tops in Consumer Perception Poll http://www.edn.com/article/CA6446533.html 3. Garbage case article http://www.washingtonpost.com/wp-dyn/content/article/2007/11/29/AR2007112901887.html 4. Garbage case article http://www.creativecities.org.uk/is-taipei-the-greenest-city-in-asia/

Date	Topic	Textbook	To Do Tasks	Reading List
June 7th	1. Consumer Motivation and Involvement 2. Self and Self Identity 3. Personality and Lifestyle 4. Attitudes and Persuasion	Ch. 1 Ch. 2 Ch. 3 Ch. 4 Ch. 5 Ch. 9	1. Reading Your Mind http://www.cbsnews.com/video/watch/?id=5119805n 2. http://www.humanmetrics.com/cgi-win/JTypes2.asp 3. http://www.strategicbusinessinsights.com/vals/presurvey.shtml	1. Is In-Game Advertising Ready to Take the Next Step http://www.dmnews.com/Is-in-game-advertising-ready-to-take-the-next-step/article/104349/ 2. Luxury Labels Hit In the Pocketbook http://www.pjsolomon.com/news/media/Luxury%20Labels%20Hit%20in%20the%20Po...pdf 3. The Psychology of the $14,000 Handbag http://online.wsj.com/article/SB118662048221792463.html?mod=hps_us_editors_picks 4. Brand It Like Becham: Can the Soccer Star Sustain the Hype? http://knowledge.wharton.upenn.edu/article.cfm?articleid=1642 5. Talk Dirty to Me http://www.adweek.com/aw/content_display/creative/features/e3ibd29ae66455c7a70007f5ec239ecdf72 6. A Tough Job for Tough Times http://www.adweek.com/aw/content_display/esearch/e3i4922a47daed814db199de26e530b3d3f 7. Some Ad Campaigns Rose Above the Bad Times in 2008 http://www.usatoday.com/money/advertising/adtrack/2008-12-28-end-of-the-year-ads_N.htm
June 8th	1. Midterm 2. Project discussion			
June 15th	1. Individual Decision Making 2. Situational Factors in Decision: Acquisition/Consumption/Disposal 3. Group Influences and Opinion Leadership 4. Economics of behavior 5. Case: Social networking marketing (Twitter, Facebook, etc.) 6. Project discussion	Ch. 2 Ch. 5 Ch. 7 Ch. 8		1. What Is Guerilla Marketing? http://weburbanist.com/2008/07/01/what-is-guerrilla-marketing/ 2. "Lucifer Effect" http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2007/04/29/RVGUJPCSIF1.DTL 3. I Hate Starbucks http://ihatestarbucks.com/ 4. Social Media Marketing as Part of an Integrated Marketing Strategy http://whitepapers.dmnews.com/whitepaper2591/
June 21st	1. Big data, business intelligence and analytics.			1. Big Data Analytics – Why Is It Important? http://www.sas.com/big-data/big-data-analytics.html 2. Competing on Analytics. http://www.babsonknowledge.org/analytics.pdf
June 22nd	Project presentation			