

# MKTG 3450 – Consumer Behavior

**Instructor: Dr. Verl Anderson** Office: UHB 346ph. 652-7840  
email: [verl@dixie.edu](mailto:verl@dixie.edu) Office hrs: T/Th 9-10:30; M/W 11-12

Class: Hazy 121 7:30-9:30 am Tuesday

Textbook: Wilkie, William. *Consumer Behavior*. John Wiley. 1994 (This textbook is out of print, but it is still the best consumer behavior textbook. Dr. Anderson has scoured the Internet and obtained 36 copies of this textbook from every vendor available on the Web. This textbook is required, but presently available only from Dr. Anderson. It will cost you each \$35 for the textbook.

**About the Course:** The general course objective is to help you understand the nature of consumer behavior. Consumer behavior is an exciting and challenging subject...it is about people, marketing, and the consumer marketplace itself. Remember, "I listen, I forget. I see, I remember. I do, I understand." The purpose of this course is to create a dialogue among ourselves about the nature of consumer behavior. To allow this to happen, lectures will occur only occasionally.

On completion of this course, you should be able to:

- know consumer behavior foundations
- apply the tools to real-life situations
- analyze integration of all aspects of the planning processes of consumer behavior

**Grading:** 4 exams @ 100pts.....400 points

A = 92%+ A- = 90%+ B+ = 87%+ B = 82%+ B- = 80%+ C = 70%+

*Assignments will not be assigned points. Poor quality/late/non-submission will subtract 5 points from total. Assignments are due on the dated noted at the beginning of the class period-late material will receive a 5 point reduction.*

**Rebel Mail:** Important class and college information will be sent to your Rebelmail email account. This information includes your DSC bill, financial aid/scholarship notices, notification of dropped classes, reminders of important dates and events, and other information critical to your success in this class and at DSC. All DSC students are automatically assigned a Rebelmail email account. If you don't know your user name and password, go to [www.dixie.edu](http://www.dixie.edu) and select "Rebelmail," for complete instructions. You will be held responsible for information sent to your Rebelmail email, so please check it often.

## Schedule:

- |        |   |
|--------|---|
| Jan 12 | Introduction  |
| Jan 19 | Chapter 1 - Field of Consumer Behavior.   |
| Jan 26 | Chapter 2 - Marketer's & Consumers' Views <i>Due Feb 2<sup>nd</sup> - Assignment 1 - Choose a product or service for which you feel you have a special level of expertise/insight as a consumer. Write a report listing several common mistakes many consumers make when buying this product or service. And list three tips that would help consumers buy this good more wisely. (In class you will take the Consumer Rating Test)</i> |
| Feb 2  | Chapter 3 - The Consumer Marketplace <i>Due Feb 9<sup>th</sup> - Assignment 2 - Visit a supermarket with this mission: walk through the store, noting brands,</i>   |

*packaging devices, products, etc. reflecting changing age structure in society/ then consider what two of these products might be like in 10 years, as age structure changes. What would you recommend in these areas?*

- Feb 9 Chapter 4 - Marketing Segmentation
- Feb 16 **Exam 1** - chapters 1, 2, 3, 4 (you may have a one page "cheat sheet.")
- Feb 23 Chapters 5 & 6 - Consumer Motivation - Essentials, Applications, and Extensions – *We will go shopping this morning—come hungry*
- Mar 2 Chapter 7 - Consumer Information Processing *Due March 30th - Assignment 3 - Try to observe CIP in action within the marketing-consumer environment. Go shopping with a friend or relative. Do not inform your shopping companion about the nature of your exercise, but do make an effort to observe and monitor his/her CIP. Write your observations.*
- Mar 8-12 **SPRING BREAK - NO CLASS**
- Mar 16 Chapters 8 & 9 - Consumer Perception video: Rap Raplinger
- Mar 23 **Exam II** (chapters 5, 6, 7, 8, 9) you may have a one page "cheat sheet.")
- Mar 30 *Due today Assignment 3 Lecture on Gestalt principles of organization. Due April 13 - Assignment 4 - A significant number of consumers shop without wearing their eyeglasses. in exactly what ways would this affect their shopping behaviors? Have retailers and manufacturers adjusted for this factor adequately? Go to a supermarket-look for evidence regarding marketer's responses. Write report. Video: Buy me that*
- Apr 6 **Bring to class today a can of your favorite root beer, & orange juice for blind taste test**
- Apr 13 Chapter 10 & 11 - Learning & Attitudes *Due April 20 - Assignment 4 - Interview a student who has been raised in other cultures than your own. Ask about contrasts and similarities across the cultures: family, education, economics, politics, social classes, values, media, shopping, marketplaces. Write a report on findings.*
- Apr 20 Chapters 12, 13, 14, 15 - Influences: Cultural, Social, Household, Salespersons
- Apr 27 **Exam III** (chapters 10, 11, 12, 13, 14, 15) allowed one page "cheat sheet.")  
Chapter 17, 18, 19 - Consumer Decision Processes: Prepurchase, Purchase, Postpurchase
- May 4 **Final Exam** (chapters 17, 18, 19) allowed one page "cheat sheet.")

**Disabilities:** "If you are a student with a documented physical or mental impairment that will substantially limit a major life activity, please contact the Disability Resource Center on the main campus. The Center Coordinator and staff will assist you in analyzing your eligibility for services. If you are deemed eligible, reasonable accommodations that are appropriate for your disability will be assigned. If you have any questions concerning this process, please contact the Center at 652-7516; we are located in the Student Services Center, Room #201 of the Edith Whitehead Building."