



BUS 361 Consumer Behavior

Course Syllabus

Prof. Rossen Petkov

Office: #215, Faculty Floor in Main Building
 Email: rpetkov@aubg.edu
 Office Hours: Tue / Wed 10:30 - 12:00

Course Details

Course Number: BUS 361
 Prerequisites: BUS 260* and junior Standing
 (*completed w/ grade C or better)

Course Schedule:

Section	Days	Time	Room #
BUS 361	Mon / Wed	12:30 - 13:50	MB 4A

I. Course Overview

1. Description: This course will examine the importance of knowing consumers and the different aspects of their behavior. Students will be familiarized with fundamental tools and principles of reading consumer needs, thoughts and acts. This course will put focus on contemporary social and media realities, and ways in which they impact consumers as well as marketing strategies directed at influencing consumer behaviors. Through application-oriented assignments students will gain hands-on experience in understanding, analyzing and utilizing information about consumer dynamics.



2. Objectives: This course is designed to enable students to:

- Realize the importance of understanding consumer behavior and its relevance to overall marketing strategies
- Understand the psychological and behavioral foundations that influence the way we make decisions as consumers
- Identify and analyze important consumer-related information
- Provide smart solutions to marketing problems associated with understanding and targeting consumer groups
- Use and manage information and technology efficiently
- Experience, understand and respond to the interpersonal and group issues that influence productivity satisfaction and quality in the workplace

3. Required Texts and Resources:

- Solomon, Michael R. Consumer Behavior, Global Edition (11th Edition), Pearson
- Supplementing reading and resources provided by instructor through Blackboard

II. Teaching and Policies



The instructor will use a combination of lecturing, discussion and participatory presentations. Case studies and current marketing issues will be analyzed and discussed in class. There will also be in-class exercises to facilitate understanding of the topics under discussion. The instructor will rely on the Blackboard system so students are expected to join and regularly access the online course space in the system.

2. Study Materials: Chapters from the required textbook are assigned in accordance with the class schedule provided at the end of this syllabus. In-class discussions, exercises and written assessments will be based on reading assignments. Assigned readings should be covered **prior** to the respective session. Lecture presentations for this course are designed to support the in-class teaching process. They are not summarized lessons

or a study guide. Hence the instructor will **NOT** share the presentations or provide hard copies of lecture slides in class.

Interesting articles or resources that are relevant to the lecture topics and/or class discussions will be uploaded in **elearn** and some additional but not mandatory ones on [facebook.com/AUBGMarketingTalks](https://www.facebook.com/AUBGMarketingTalks). Students are also encouraged to share relevant readings or other resources they come across and find interesting.

3. Attendance Policy: Classes are designed to add context and help you understand the assigned reading materials of the subject matter. Coming prepared by reading ahead and participating with questions, comments, personal opinion and in-class discussions is key to the learning process. Hence students are expected to attend **ALL** class sessions and form the participation percentage of the course grade. In accordance with AUBG policies a student with three unexcused absences may be withdrawn or dropped from the course by the instructor. A student failing to attend at least one session of class during add-drop week may be dropped from the course by the instructor. Students are expected to come to class on time. Attendance will be checked at the beginning of the class **ONLY!**

4. Academic Honesty Policy and Civility: Students are expected to adhere to the Academic Integrity Policy stated in the Catalog and the Students Handbook. Consequences for violations are included in the Catalog and the Student Handbook. Regarding in class civility please be respectful in the spirit of higher education and behave as you would like and expect others to in your presence and towards you.

III. Assignments

1. Assignments and Exams: There will be regular reading assignments and students are expected to cover them **BEFORE** the respective topic has been covered in class (according to the class schedule). Class discussions and exercises will be based on the required



readings and student participation will be graded. Assessments will evaluate familiarity with the required chapters and discussions. There will be individual in-class and homework assignments for credit, which will assess students' ability to apply marketing research concepts and approaches.

All assignments, unless otherwise noted, are due for submission **BOTH** electronically through elearn and in hard copy by the beginning of the assigned class. Please note that assignment deadlines will be strictly enforced. Failure to turn in an assignment on time will result in zero percentage points for the particular assignment.

2. Assignment Description

2.1. Key Learnings Section Worksheets: Two in-class assessments will test students' familiarity with required readings and topics discussed in class. The assessments will be scheduled to cover theoretical sectional knowledge attained throughout the semester. Each of them will be timed (up to 75 minutes) and will include several short answer questions. A student missing an assessment will receive 0 points for the respective assessment. Students will be eligible for a make-up **ONLY** in cases when they have informed the instructor about possible absence in advance and have received confirmation from the instructor that their absence will be excused **PRIOR** to class. Students who have been granted the opportunity to make up an assessment will **NOT** be eligible for a second make-up in the semester.

2.2. Consumer Insights Mini Presentation: Students will work in small teams of two's and will choose a contemporary advertising campaign to analyze it from a consumer behavior perspective. You will prepare a short presentation (up to 15 min), which will introduce the campaign and present an analysis of the targeted consumer groups, utilized messages and communication approaches. Students need to submit selected advertising campaign and preferred date for presentation by the end of the third week of classes by email to the instructor. Timing preferences

will be allotted based on a first come first serve basis. Presentations will be delivered in class during the second half of the semester. A template for the presentation will be provided by the instructor.

2.3. Consumer behavior strategy team case: Students will form teams of four people to work on a project assignment for a case or real business customer. You will be introduced to the industry, the organization and specifics of the challenge or opportunity. You will be required to analyze and evaluate the current image and value proposition positioning, as well as propose a growth or improvement strategy based on researched and identified consumer behavior, customer journey and psychology profile of the target audience. A detailed assignment guide with instructions will be provided.

Students will be responsible for managing their team work and should not rely on the instructor to keep their project implementation in track. Upon completion of the project each student will submit a confidential peer evaluation providing feedback on the quality and quantity of contribution of each member of their team.

2.4. Homework: Students will receive a take home assignment and write a brief essay-style analysis related to decision making, the customer journey or the topic of the guest lecture from a professional on Applied Marketing.

2.5. Consumer behavior research: Students will receive an assignment to practice and understand how to tap into consumer behavior. The project will be done in pairs. Student will apply a mix of observation techniques and interviews to understand behavior and rationale of people in a particular service use or product selection situation. A detailed assignment guide will be presented.

2.6. Participation: Students are expected not only to attend but to actively participate in class discussions and the instructor may address

direct questions to specific individuals. Students are expected to maintain respect for the opinions of others that they may not share.

Participation is part of the final course grade and will be assessed on the basis of consistency throughout the semester. Students with an imperfect attendance record cannot achieve the maximum points and those with three or more excused absences may not receive participation points at all.

IV. Grading policies



Grading and late submissions: Grading rubrics and detailed instructions will be provided for each assignment. Late individual assignments will **NOT** be accepted unless approved by the instructor **BEFORE** the due date. In case a make-up of an individual assignment is granted a penalty of one grade point will be applied towards the earned grade of the respective submission. Late group assignments submitted within 24 hours after the deadline will be penalized with reduction of one point for all members of the group. These policies assure no discrimination based on possible extra time an individual or a group has taken to prepare an assignment.

A student that consistently performs at C+ or lower may be invited for a performance discussion during office hours. At the same time, should you worry about how you perform throughout the semester it is your duty to initiate a discussion on how to improve learning in this course.

Grades for assignments as well as final grades represent an evaluation for your achievement as well as your ability to demonstrate the level to which you have mastered the subject matter. Hence they are **NOT** negotiable.

The weight of the assessments in the formation of the final grade is distributed as follows:

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| 1. Key learnings section worksheets | 20% |
| 2. Consumer insights mini presentation | 15% |
| 3. Consumer behavior research | 10% |
| 4. Consumer Behavior Strategy Team Project | 40% |
| 5. Homework | 5% |
| 6. Class participation | 10% |

The course will be graded on the following basis:

94 – 100 = A	84 - 86,9 = B	74 - 76,9 = C	64 - 66,9 = D
90 - 93,9 = A-	80 - 83,9 = B-	70 - 73,9 = C-	Below 64 = F
87 - 89,9 = B+	77 - 79,9 = C+	67 - 69,9 = D+	

Class Schedule: The schedule is drawn up in advance for your convenience and should allow adequate planning ahead. Please observe the deadlines strictly. The instructor may not send reminders for assignments but might do so verbally in class.

Disclaimer: This syllabus is subject to modification. Students will be informed by the instructor if changes are introduced.

Wk	Class	Consumer Behavior Topic	Assignments	Mini Case Presentations
1	11-Sep 13-Sep	An introduction to Consumer Behavior: Buying, having, being	Chapter 1	
2	18-Sep 20-Sep	Decision Making and Consumer Behavior	Chapter 2	
3	25-Sep 27-Sep	Cultural influences on Consumer Decision Making Consumer and Social Well Being Continued	Chapter 3 Chapter 4	
4	2-Oct 4-Oct	Researching consumer behavior: observations & interviews Test 1: Key Learnings on Foundations of CB		Team 1 Review Chapters 1-4
5	9-Oct 11-Oct	Consumer behavior observation Tapping into consumer behavior	Fieldwork	Team reports and learnings
6	16-Oct 18-Oct	Perception Learning and Memory	Chapter 5 Chapter 6	Team 2 Team 3
7	23-Oct 25-Oct	The Self Guest lecture: Applied Marketing	Chapter 7	Team 4 Timing TBC: may be evening Submit homework
8	30-Oct 1-Nov	Fall break		
9	6-Nov 8-Nov	Attitudes and Persuasion Theory and Application	Chapter 8	Team 5 Team 6
10	13-Nov 15-Nov	Case study introduction session Test 2: Key Learnings on Internal influences on CB		Team 7 Review Chapters 5-8
11	20-Nov 22-Nov	Group and Situational Effects on Consumer Behavior	Chapter 9	Team 8 Team 9
12	27-Nov 29-Nov	Consumer Identity I: Sex Roles and Subcultures No class: make up for group consultations (GC)	Chapter 10	Team 10 Attend GC
13	4-Dec 6-Dec	Consumer Identity II: Social Class and lifestyles Brand identity: theory and application	Chapter 11 Special	Team 11 Team 12
14	11-Dec 13-Dec	Networked Consumer Behavior: Word of Mouth, Social Media and Fashion	Chapter 12	Team 13 Submit case Team 14
15		Final Session:		Team Project Presentations