



DRAFT SYLLABUS - Consumer Behavior
Fall 2020

Professor: Radhika Duggal (radhika.duggal@gmail.com)

Teaching Assistant: TBD

Course Details:

- Time: Monday/Wednesday 9:30am-10:45am
- Room: TBD
- Office Hours: On request

COURSE OVERVIEW & OBJECTIVES

Each of us are active consumers in everyday life, purchasing everything from groceries to clothing to and college educations. However, our individual personalities and characteristics dictate that no two consumers are alike; we make unique choices, making it challenging for marketers to create coherent marketing strategies regardless of similarities within target markets. In this class, we will examine how and why consumers behave the way they do, how environmental impacts shape how we behave, and the practical marketing implications of that behavior.

Upon completing this course, you should be able to:

- Develop a deeper understanding of consumer behavior by learning about relevant psychological and sociological theories
- Identify how those theories can be used to impact real-world marketing strategies and decisions

COURSE MATERIALS

There are several materials required for this course including:

1. Consumer Behavior Textbook: Consumer Behavior: A Marketer's Look Inside the Consumer's Mind
 - a. Purchase [here](#)
 - b. Note – link will be updated this summer
2. Case Studies
 - a. Behavioral Drivers of Brand Equity - Head & Shoulders in India
 - b. Kobe Influencer Marketing: Building Brand Awareness via Social Media
 - c. Taco Bell: The Breakfast Opportunity
 - d. Chase: Creating a Millennial Cult Brand
3. Articles
 - a. HBR Article: Brand Marketing through the Coronavirus Crisis
 - b. HBR Article: How Retailers Can Reach Consumers Who Aren't Spending

COURSE STRUCTURE AND GRADING

Class sessions will include lectures, in-class activities and discussions, student presentations, and guest speakers. The focus will be on building an interactive classroom environment where we apply consumer behavior concepts to real-life marketing decisions.

Final grades will be based on the following.

- Case studies: 40% (10% per case study)
- Final project and presentation: 25%
- Final Exam: 20%
- In-Class Participation: 15%
 - Attendance: 5%
 - Participation: 5%
 - Group Evaluations: 5%

Final grades are made up of the following:

- *Case Studies (40%):* Case studies are used to show how learnings from class can be applied in a real-life, business setting. In this class, we'll discuss 4 case studies. Please read each case study in advance of class, turn in a write-up answering the questions listed on NYU Classes, and come to class prepared to discuss the case in depth.
- *Final Project and Presentation (25%):*
 - The objective of the final project and presentation is to provide you with the opportunity to apply course concepts to a specific product. This assignment will also develop your team building, time management, written and oral communication skills. This exercise is critical because it will simulate how marketing professionals work in teams to diagnose and solve real-world challenges.
 - For this class, you will select a consumer issue or problem, conduct research to understand that problem, and share your findings with the class. See sample problems and research methodologies in Appendix A of this document.
 - Note that the problem that you choose to investigate should be related to consumer behavior in that it can be about consumer product acquisition, consumption, disposal (or a combination) of a product or service. It can also tackle issues related to reducing consumption like Amazon's recent efforts to reduce consumption on their website during the COVID-19 Pandemic, or efforts to reduce smoking among teens.
 - The project will have the following phases and deliverables:
 - By 9/9: Choose teams of 4 people and share your group member names with the class TA. Meet with your teams before 9/9, and by 9/9, provide our TA with the topic of your project – the company, the product, and the key question you will investigate.
 - By 9/16: Submit a 1-page research proposal outlining
 - The issue you'd like to study
 - The type of research methodology you will employ (remember to check out Appendix A to understand different research methods)
 - This is worth 5 points of your final project grade
 - By 12/2: Submit your final presentation to the professor and the TA. Even though all groups don't present on 12/2, all slides for all groups are due at that time. Your slides should cover the following:
 - Cover Page (Title of the Project, Group Members, Group #)
 - Problem Description
 - Research Methodology (Types of research conducted, hypotheses to prove, description of research participants)
 - Research Results
 - Application of Research Results (Consider how you would recommend the company you are studying would apply the research results. Consider how concepts learn in lectures, cases, or the texts can be applied to your results to provide actionable advice to marketers)
 - Each team will have 12 minutes to conduct an oral presentation in class in December
- *Final Exam (20%):* The final exam will integrate concepts from class lectures, case studies, and guest lectures. The exam will be multiple choice and short answer and will be challenging, but

students who attend class, complete assignments, and participate in group projects to apply course principles will be well prepared. Students must be present the day of the exam. In case of an emergency that prevents exam date attendance, students must provide written documentation/proof of the emergency at least 24 hours before the time of the exam. The student will then be allowed to take a make-up exam that will be composed of all essay questions.

- *Class Participation (15%):* As business professionals, you'll learn that engagement and participation in key activities is critical to your success. The same is true in the classroom where learning is enhanced if students actively engage in the process. Both attendance and in-class engagement are critical components in defining your class participation performance. In addition, engagement with your peers is a critical, real-world skill. Your group members will evaluate you based on your performance as a teammate, and their input will be worth a portion of your grade.
 - Attendance: 5%
 - In-Class Engagement, Active Listening, Questioning: 5%
 - Group Evaluations: 5%

Outside of calculation errors, **your grades are not subject to change or open to discussion.** Please be as clear as possible when conveying your point in exams, assignments, group discussions, and speaking activities.

CLASSROOM POLICIES

- Cheating and plagiarism are serious offenses and are **not tolerated**. Students will receive a failing grade on any assignment, presentations, or exams that have been plagiarized or where cheating is involved. Cheating and plagiarism will result in a grade of "F" for all parties involved. All students are expected to follow the Stern Code of Conduct:
http://www.stern.nyu.edu/sites/default/files/assets/documents/con_039512.pdf
- Assignments are due prior to the beginning of class and no late work will be accepted unless due to emergency reasons. Emergencies can be clarified with written documentation/proof of the emergency. If you have to miss a class for whatever reason, the assignment is still due on the due date at the beginning of the class; make arrangements to get it to me by that time.
- Unless otherwise specified, laptops and phones must be turned off and put away. A phone on "vibrate" is just as distracting as a ringing phone so I require that phones be completely silenced and *put away*.
- Food is permitted in the classroom however, it is **not permitted** during times when guest speakers and peers are presenting. Please be considerate of your fellow classmates and guests who have taken time out of busy personal and professional lives to speak in our classroom.

COURSE SCHEDULE

| Course Number | Date | Topic Covered | In-Class Discussion | Assigned Reading (to be completed BEFORE class) |
|---------------|-------|--|---|--|
| 1 | 2-Sep | Introduction and Course Overview; The Link Between Consumer Behavior and Marketing | -Lecture and In-Class Discussion | -Text Chapter 1: Introduction to Consumer Behavior |
| 2 | 7-Sep | Consumer Needs, Motivations, and Goals | -Lecture, Group Presentation, and In-Class Discussion | -Text Chapter 2: Consumer Needs, |

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| | | | | Motivations, and Goals |
| 3 | 9-Sep | Consumer Perception | -Lecture, Group Presentation, and In-Class Discussion | -Text Chapter 3: Consumer Perception |
| 4 | 14-Sep | Consumer Learning | -Lecture, Group Presentation, and In-Class Discussion | -Text Chapter 4: Consumer Learning |
| 5 | 16-Sep | Consumer Learning | -Group Presentations -Guest Speaker - Courtney Kessler, Manager, Integrated Marketing, Consumer Engagement at Danone North America | |
| 6 | 21-Sep | Consumer Personalities | -Lecture, Group Presentation, and In-Class Discussion | -Text Chapter 5: Consumer Personalities |
| 7 | 23-Sep | Consumer Personalities | -Group Presentations -Guest Speaker - Consumer Learning: Molly Fisher, Head of Strategy @ Digg | |
| 8 | 28-Sep | Consumer Attitude Formation and Change | -Lecture, Group Presentation, and In-Class Discussion -Discuss changes in consumer attitudes and behaviors due to the Coronavirus | -Text Chapter 6: Consumer Attitude Formation and Change -HBR Article: Brand Marketing through the Coronavirus Crisis |
| 9 | 30-Sep | Consumer Attitude Formation and Change | -Discuss Head and Shoulders Case | Read HBR Case: Behavioral Drivers of Brand Equity- Head and Shoulders in India |
| 10 | 5-Oct | Individual Decision Making | -Lecture, Group Presentation, and In-Class Discussion -Discuss how retailers can influence the consumer decision-making process in a time when consumers are limiting spend | -Text Chapter 7: Individual Decision Making -HBR Article: How Retailers Can Reach Consumers Who Aren't Spending |

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| 11 | 7-Oct | Reference Groups and Word of Mouth | -Group Presentations -Discuss Kobe Influencer Marketing Case | -Text Chapter 8: Reference Groups and Word of Mouth -HBR Case: Kobe Influencer Marketing - Building Brand Awareness via Social Media |
| 12 | 14-Oct | Reference Groups and Word of Mouth | -Guest Speaker - Public Relations: Bethany Hill Mcarthey, External Relations Lead IBM | |
| 13 | 19-Oct | Persuading Consumers Through Messaging | -Lecture, Group Presentation, and In-Class Discussion | -Text Chapter 9: Persuading Consumers Through Messaging |
| 14 | 21-Oct | Influencing the Buying Process | -Guest Speaker - George Gitson, Executive Director, Chase -Guest Speaker -Dave Carter, Director, CommonBond | -Text Chapter 10: Influencing the Buying Process |
| 15 | 26-Oct | Influencing the Buying Process | -Group Presentations -Guest Speaker - Simran Dua, CEO @ My Subscription Addiction | |
| 16 | 28-Oct | Creating Brand Loyalty | -Lecture, Group Presentation, and In-Class Discussion | -Text Chapter 11: Creating Brand Loyalty |
| 17 | 2-Nov | Driving Brand Evolution | -Discuss Chase Case | -HBR Case: Chase Sapphire: Creating a Cult Millennial Brand |
| 18 | 4-Nov | Cross-cultural Variations in Consumer Behavior | -Lecture, Group Presentation, and In-Class Discussion | -Text Chapter 13: Cross-cultural Variations in Consumer Behavior |
| 19 | 9-Nov | Cross-cultural Variations in Consumer Behavior | -Ghirardelli Global Product Exercise | |
| 20 | 11-Nov | Cross-cultural Variations in Consumer Behavior | -Guest Speaker - Joyce Lee, Director of Marketing - Baking, Seasonals and New | |

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| | | | Businesses @ Ghirardelli | |
| 21 | 16-Nov | Consumer Behavior and Product Development | -Guest Speaker - Divya Narayanan, Product Manager @ Square | |
| 22 | 18-Nov | Connecting Company Growth and Consumer Behavior | -Discuss Taco Bell Case | -HBR Case: Taco Bell: The Breakfast Opportunity |
| 23 | 23-Nov | Managing Customers and Segments Simulation | Play Simulation | -Pre-Read for Simulation |
| 24 | 30-Nov | Managing Customers and Segments Simulation | Simulation Debrief | |
| 25 | 2-Dec | Final Project Presentations | Final Project Presentations | |
| 26 | 7-Dec | Final Project Presentations | Final Project Presentations | |
| 27 | 9-Dec | Final Project Presentations | Final Project Presentations | |
| 28 | 13-Dec | Final Exam | Final Exam | |

APPENDIX A

Sample Problems You May Investigate For Your Final Project (NOTE: If you are interested in these topics, please let me know so we can ensure multiple groups are not studying the same problem.)

- Consider rap artist, [A'niche](#). How should A'niche go about determining his target customer and their unmet needs? Once he understands that customer, how should he apply principles of consumer behavior to develop a targeting strategy?
- Consider a local Pilates studio, [Le Petit Studio](#). The studio's owner is looking to grow her client base, but she has reached capacity in terms of her time and the studio's physical capacity. How should she understand her target customers' unmet needs? Once she understands that customer, how should she apply principles of consumer behavior to develop a growth strategy?
- Consider [Ample Hills](#), a growing ice cream chain. Ample Hills recently filed for [bankruptcy](#). In order to come out of bankruptcy, the company needs to better understand their target customer and their unmet needs. Once they have that understanding, how should they apply principles of consumer behavior to turn their business around?

Types of Market Research You May Consider For Your Final Project

- Build your research plan using at least 2 of the research methodologies detailed in [this article](#)
- At least one of the forms you choose must be primary research, though you can choose to have both methodologies be primary if you'd like