

# USC Marshall

School of Business

University of Southern California

Marshall School of Business

## **MKT 450 - Consumer Behavior and Marketing Fall 2019**

Tuesday/Thursday 2:00 pm – 3:50 pm JFF316

---

---

### **Professor**

**Name:** Kristin Diehl  
**Email:** [kdiehl@marshall.usc.edu](mailto:kdiehl@marshall.usc.edu)  
**Phone:** (213) 740-5054  
**Twitter Hashtag:** #CBMinute

**Office:** Hoffman Hall, Room 324  
**Office hours:** Thursdays 4 pm – 5 pm and by appointment

**Course Twitter Hashtag:** #CBMinute  
**Course web page:** <https://blackboard.usc.edu/>  
**Electronic reserves:** <https://reserves.usc.edu/ares>

### **Department**

Marketing Department  
Hoffman Hall, Room 331  
**Phone:** (213) 740-5033  
**Hours:** Monday to Friday 9 am – 5 pm

### **Course Description**

People are consumers. You are a consumer, your friends are consumers and the President is a consumer. However, in our role as *marketers* we need to know which products or services people buy, use, and dispose of. We need to understand why consumers behave certain ways and how we can change their habits. Finally we want to be able to predict how consumers will react to our marketing activities.

Consumers are humans. They are affected by their perceptions, attitudes, motivations, goals, personality, culture and peer groups and many other factors. Even though we are all consumers ourselves, we still may not always have the best insight into why we or others behave in certain ways. Therefore we need to systematically study how different psychological characteristics and processes affect people when they buy, use or experience products or services.

By taking this class you should learn to analyze consumer behavior and recommend marketing strategies based on theories and empirical evidence, not just your personal experience or intuition.

As we will see in this class many factors affect consumers as they make their consumption and usage decisions. We will begin by studying psychological determinants and processes that are inherent to the *individual* consumers such as motivation, attention, attitudes, etc. Later in the course we will broaden our perspective to investigate how the social environment and societal structures further affect what consumers do.

## Learning Objectives

- Gain a thorough knowledge of key concepts in marketing and consumer psychology (i.e. be able to describe and distinguish key concepts).
- Identify and explain the underlying influences of psychological processes on common behaviors consumers engage in.
- Analyze and evaluate the appropriateness and effectiveness of real-life marketing programs (i.e. promotion, product, price, and distribution decisions) based on a well-grounded understanding of consumer behavior.
- Develop effective marketing tactics that apply and reflect a systematic understanding of the processes driving consumer behavior.

## Course Format

This class will consist of lectures, discussions, short student presentations and in-class exercises. Your participation is crucial to the success of this class. The more each of you will contribute to this class, the more we will all get out of it. Please bring examples and questions you come across to class or email me about them and I will be happy to discuss them in class.

## Course Materials

### **Required Text**

Hoyer, Wayne D., Deborah J. MacInnis, and Rick Pieters (2017), *Consumer Behavior*, 7<sup>th</sup> Ed. Houghton Mifflin Co: Boston: MA.

A copy of the 6<sup>th</sup> edition will be put on physical reserve in the library.

### **Supplementary Readings**

Throughout the semester I may assign articles from recent magazines and newspapers to supplement the text and classroom discussion. Articles will either be handed out in class or made available on electronic reserves

(<https://reserves.usc.edu/ares><https://reserves.usc.edu/ares>). It will be the student's responsibility to obtain these materials if a class session is missed for any reason.

### **Lecture Notes**

Lecture notes will be posted on Blackboard. I will post a subset of the slides I use in class on Blackboard. No, I will NOT post all slides or all examples. These slides will be available by 8pm the night before our class. It is the student's responsibility to print out lecture notes and bring them to class if so desired.

However, slides do not substitute for thoughtful note taking. If you miss class, make sure you get somebody's notes.

## Communication:

The best way to reach me is via email. I access my email many times a day – a lot more often than I remember to check my phone messages. Official office hours are Thursday 4 pm to 5 pm. You can always email me and set up an appointment at a different time that works with your schedule. I am in the office throughout the week, so please feel free to stop by at other times to ask questions about the class or marketing in general.

I will use Blackboard's email system to contact you individually or as a group about the class (e.g. changes in the syllabus, assignments, etc.). **It is your responsibility to make sure that emails sent via Blackboard can reach you at an email address you check on a regular basis.**

## Attendance Policy

Class attendance is not mandatory (exceptions are guest speakers and group presentations where I expect everybody to be in attendance), but please keep in mind:

- Attendance is a necessary to participate in class.
- Assignments are due at the beginning of class and late assignments will be penalized.
- It is the student's responsibility to be aware of all handouts and announcements given in class.

If you have to miss class, you are responsible for getting notes, etc. from other students and for making up the material we covered that day. You do not need to notify me if you cannot make it to class unless it is an exam day, required attendance day, or if you are not able to attend for an extended period of time or an assignment is due that day.

## Course Conduct

This should be an exciting, challenging and fun class for everybody. However, there are certain rules that I hope will help all of us to have a good experience.

- Don't be late or leave early, otherwise we will all feel like we are at the airport – not a place conducive to learning.
- **Laptop and Internet usage is not permitted in class.** Use of other personal communication devices, such as cell phones, is considered unprofessional and is not permitted.
- ANY e-devices (cell phones, iPads, other texting devices, laptops, I-pods) must be completely turned off during class time.
- When you come to class, be prepared to actively participate. This is not the place to sleep, chat with your friends, read the paper, do the Daily Trojan puzzle, etc. There are more comfortable places for those activities than this classroom.
- Do (respectfully) disagree with what others say (including me) and be open to others (including me) disagreeing with you. Critical thinking requires evaluating different perspectives!

## Students with Disabilities

USC is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If you have a disability which may impact your performance, attendance, or grades in this course and require accommodations, you must first register with the Office of Disability Services and Programs ([www.usc.edu/disability](http://www.usc.edu/disability)). DSP provides certification for students with disabilities and helps arrange the relevant accommodations. Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. **Please be sure the DSP letter is delivered to me as early in the semester as possible.** DSP is located in GFS (Grace Ford Salvatori Hall) 120 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. Email: [ability@usc.edu](mailto:ability@usc.edu).

If your accommodations include extended time on an exam, please make sure to contact me at least 7 days prior to each exam to make specific time and location arrangements.

## Academic Integrity and Conduct

No cheating, plagiarism, or dishonest behavior will be tolerated. Plagiarizing in any way, or performing any other act of academic dishonesty will be dealt with in a manner consistent with University policy.

Although I encourage you to study in teams and help one another, the *individual* work that you present to me, must be yours and yours alone.

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, “Behavior Violating University Standards” <https://policy.usc.edu/scampus-part-b/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

## No recording and copyright notice.

**It is a violation of USC’s Academic Integrity Policies to share course materials with others without permission from the instructor.** No student may record any lecture, class discussion or meeting with me without my prior express written permission. The word “record” or the act of recording includes, but is not limited to, any and all means by which sound or visual images can be stored, duplicated or retransmitted whether by an electro-mechanical, analog, digital, wire, electronic or other device or any other means of signal encoding. I reserve all rights, including copyright, to my lectures, course syllabi and related materials, including summaries, PowerPoints, prior exams, answer keys, and all supplementary course materials available to the students enrolled in my class whether posted on Blackboard or otherwise. They may not be reproduced, distributed, copied, or disseminated in any media or in any form, including but not limited to all course note-sharing websites. Exceptions are made for students who have made prior arrangements with DSP and me.

## Extra Credit Policy

Please note that there will be no opportunities to improve your grade through the completion of extra credit work. If you keep up with the class during the semester there should not be any need for this either.

## Return of Paperwork

Returned paperwork, unclaimed by a student, will be discarded after 4 weeks. Students who miss class sessions when assignments are returned are responsible for arranging an appointment to retrieve their materials. To keep things fair for future students, I do not return exams. You may look over your exams in my office at any time.

## Emergency Preparedness

In case of a declared emergency if travel to campus is not feasible, the USC Emergency Information web site (<http://emergency.usc.edu/>) will provide safety and other information, including electronic means by which instructors will conduct class using a combination of USC's Blackboard learning management system (blackboard.usc.edu), teleconferencing, and other technologies.

## Grading

Each Student will be assigned a final course grade based on his/her performance in the class. The average GPA in this class will conform to the grading guidelines for undergraduate elective courses issued by the Marshall School of Business.

Each student will be evaluated on the following basis:

Class contribution	9%	Exam 1	28%
Individual Assignments	16%	Exam 2	28%
		Final Project	19%

**If you join the class after the first class**, you are responsible for all content and deliverables that have already been assigned, covered, or were due!

## Class Contribution

Class contribution will be assessed based on the relevance, depth, and consistency of participation. Attendance is a necessary part of contribution (being absent makes it extremely difficult to contribute in class) but it is not sufficient. When discussions take place, the quality of comments is weighted more heavily than quantity. It is quite possible to make good use of only a modest amount of „air time“ and receive a high grade for class contribution. Class contribution also takes into account student activities that disrupt and/or hamper good class discussion. These include talking with fellow students during class, texting, arriving late, and making rude remarks about other students. Engaging in these activities will lower one's class participation grade, regardless of how valuable other contributions may be.

My goal is for all of us to not *just* think about what we study and learn in this class during our class sessions but also during the rest of the week. Keep your eyes open for things that relate to class and feel free to share them throughout the semester.

**CB Minute**

Each person will pick a date during the semester (list of available dates will be posted on Google docs) to briefly (ca. 5 min) present to the class a new to the class, real-world example they encountered that 1) hit the news the last 7 days OR 2) relates to topics covered in one of the three previous, regular classes (or the related readings). For example if you picked September 24 as your date to present, you would discuss an a consumer behavior related example that the news 1) between September 16 and 23 OR d) or is related to topics discussed on September 5, 10, or 12 (skipping the guest speaker classes). When in doubt which topics are “eligible” for your slot please ask!

Examples presented/learned in other classes are not eligible! You cannot use more than 30 seconds of video material.

Within 48 hours after your presentation please upload any slides you used or a brief summary of your presentation and any links you used (if you did not use slides) on Blackboard.

**Individual Assignments**

Throughout the semester, you will be asked to complete several short, individual assignments to practice and demonstrate your knowledge. Many of these assignments are based on class demonstrations and discussions. Certain assignments and their due dates are already listed in the class schedule (and below). However, others may be announced during class!!! If you miss a class session, make sure you check with other students in the course to see whether any individual assignments were announced.

**All assignments are due at the beginning of class.** Assignments handed in late will lose points. If you are unable to attend class on that day, you have to make arrangements for it to be delivered to the classroom or to the marketing department office (HOH 307) by the start of class. Your grades will be posted on our course page on Blackboard. Please check there from time to time to make sure all your points are recorded properly.

Date due	Assignment	% of assignment grade
8/29	Complete online survey	4
9/5	Submit hypotheses	8
9/17	Consumer Research assignment	17
10/1	<b>Just Noticeable Difference</b> assignment	8
10/27	<b>Theory of Reasoned Action</b> assignment	20
10/31	Decision Processes assignment	23
11/27	Consumer Behavior in the Real World	10
12/5	Top Ten assignment	10

**Consumer Behavior in the Real World**

The goal of this assignment is for you to talk to somebody who in their professional life needs to understand consumer behavior on a daily basis. This could be somebody who works in a

marketing function, but there are many functional and professional jobs that require an understanding of consumer behavior. This person should work in a company, non-profit, or in government (i.e. not your professors) and cannot be your parents or other close relatives. This assignment has to be completed by Wednesday 11/27 at Noon and can be submitted any time during the semester. More details will be announced in class.

### ***Top Ten Lessons Every Marketer should know***

The final, integrative individual assignment for this course will be for you to prepare a list of the top 10 lessons for marketers that you have taken away from this course. What are the top 10 things you believe all marketers need to understand about consumer behavior? You will have to pick specific concepts and idea covered in class or the readings and explain why you feel this was an important lesson and how knowing about this concept, theory, or empirical evidence would change marketing practice. You may be asked to present some of your points in class. More details will be announced in class.

### **Exams**

There will be two exams during the course. The exams will include material primarily covered in lectures, but material from the textbook and other assigned readings and exercises will also be included. The second exam is not directly cumulative, although knowledge of material acquired in the classes before the first exam is expected. Each exam will consist of multiple choice and short essay questions.

Students are expected to take exams at the scheduled times. Consistent with University policy, makeup exams will be given only to students who cannot take the exam for religious reasons or who have written proof of illness or other emergencies. If you cannot take a scheduled exam due to an official University activity, it is your responsibility to let me know at least one week prior to the scheduled exam and have official documentation. If you fail to attend an exam without prior notice and without a medical or other emergency excuse you will receive a grade of zero on that exam.

### **Final Project**

The final project allows you to apply theories you learned throughout the semester to solve an actual consumer behavior project.

This project is a team project. My expectations are that everybody in the team does their fair share of the work. Please keep in mind that your responsibility as a group member includes to encourage others in your group to contribute and to listening to what they have to say even if you do not agree. Also, it is each student's responsibility to keep in touch with their group members!

Team members will evaluate each after the final project. I will take this feedback into account when determining each team member's individual grade.

On December 12 (2 – 4 pm – per USC schedule), each group will present a short (8-10 minute) summary of your results. The completed project is also due Tuesday December 12, 2019.

Detailed instructions for the final project will be distributed and discussed when the project is formally assigned towards the second half of the semester.

## Support Systems

*Counseling and Mental Health - (213) 740-9355 – 24/7 on call*

[studenthealth.usc.edu/counseling](http://studenthealth.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*

[suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call*

[studenthealth.usc.edu/sexual-assault](http://studenthealth.usc.edu/sexual-assault)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298*

[equity.usc.edu](http://equity.usc.edu), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

*Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298*

[usc-advocate.symplicity.com/care\\_report](http://usc-advocate.symplicity.com/care_report)

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

*The Office of Disability Services and Programs - (213) 740-0776*

[dsp.usc.edu](http://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Support and Advocacy - (213) 821-4710*

[uscса.usc.edu](http://uscса.usc.edu)

Assists students and families in resolving complex personal, financial, and academic

issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*

[diversity.usc.edu](http://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu), [emergency.usc.edu](http://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu)

Non-emergency assistance or information.

## Projected Class Schedule Fall 2019

\*\*You are responsible for any changes announced in class or posted on Blackboard\*\*

**Note: Attendance is mandatory during guest speakers and group presentations**

Date	Day	Topic	Readings / Assignment
8/27	Tuesday	Introduction to class	
8/29	Thursday	Consumer Behavior and Marketing	Chapter 1 <b>Complete Online Survey</b>
9/3	Tuesday	Gaining Consumer Insights	Appendix to Chapter 1
9/5	Thursday	Gaining Consumer Insights - Experimentation	<b>Submit hypotheses</b>
9/10	Tuesday	Motivation/Opportunity/Ability	Chapter 2
9/12	Thursday	<i>Guest speaker: Konrad Ribeiro, Head of Industry, Media &amp; Entertainment, YouTube</i>	
9/17	Tuesday	Gaining Exposure and Attention	Chapter 3 <b>Consumer Research assignment due</b>
9/19	Thursday	<i>Guest speaker: Karin Kricorian, Director, Management Science and Integration, The Walt Disney Company</i>	
9/24	Tuesday	Perception - Psychophysical	Chapter 3 Electronic reserves
9/26	Thursday	Perception – Framing	
10/1	Tuesday	Categorization	Chapter 4 <b>JND assignment due</b>
10/3	Thursday	Low Effort Attitudes and Learning	Chapter 6
10/8	Tuesday	Review and Catch up	
10/10	Thursday	<b>Exam 1</b>	
10/15	Tuesday	High Effort Attitudes	Chapter 5, Electronic reserves

	<b>Day</b>	<b>Topic</b>	<b>Textbook Readings / Assignment</b>
10/17	Thursday	NO CLASS (Fall Recess)	
10/22	Tuesday	Memory	Chapter 4
10/24	Thursday	Decision Journey and High Effort Decision Making	Chapter 7, 8 <b><i>T.O.R.A.” assignment due</i></b>
10/29	Tuesday	Choice Architecture & Low Effort Decision Making	Chapter 9
10/31	Thursday	Habits and Behavioral Change	Electronic reserves <b><i>Decision Process assignment</i></b>
11/5	Tuesday	Consumption of experiences past, present, future	Chapter 10
11/7	Thursday	<i>Guest speaker</i> Martin Gaiss, Founder at MG LABS Content and Global Marketing	
11/12	Tuesday	Sharing experiences with others	Chapter 15, electronic reserves
11/14	Thursday	Review and Catch up	
11/19	Tuesday	<b>Exam 2</b>	
11/21	Thursday	<i>Guest speaker: Maarten Bos, Lead Research Scientist at Snap Inc.</i>	
11/26	Tuesday	Team consultations	
11/28	Thursday	NO CLASS (Thanksgiving)	<b><i>Wednesday 11/27 Consumer Behavior in the Real World due at Noon via Blackboard</i></b>
12/3	Tuesday	<i>Guest speaker: Ben Lewis, CEO Limbix</i>	
12/5	Thursday	Class Wrap -up	<b><i>“Top Ten List” due</i></b>
12/12	Thursday 2 – 4 pm	Final Presentations	<b><i>Final project due</i></b>