



CARTHAGE
COLLEGE

**School of Business & Economics
Management & Marketing Department**

MKT 3140: Consumer Behavior Fall 2022

Tuesday, 6:00 – 9:00 pm, CC 113

September 13 – December 13, 2022



Syllabus Highlights

Instructor: **Lisa Franklin, Assistant Professor**

Phone: 262-551-5817

E-mail: LFranklin1@Carthage.edu

Office: LH 238

**Drop-In Hours: Mondays 1:00 - 4:00 pm,
Wednesdays 9:00 - 11:00 am,
or by appointment.**

Required texts:

- Predictably Irrational, Dan Ariely
- The Persuasion Code, Christophe Morin, Patrick Renvoise

The course includes lectures, discussions, written assignments, a team project and a final presentation.

Course Description

- **Marketing begins and ends with the consumer, from determining consumer needs to providing continued customer satisfaction.** Thus, a clear understanding of consumers is critical in successfully managing the marketing function.
- **We will take the perspective of marketing managers who need knowledge of consumer behavior** to develop, evaluate, and implement effective marketing strategies.
- **We will examine many concepts and theories from cognitive, behavioral, and social sciences,** and analyze their usefulness to inform marketing strategies and messages.
- **I will strive to provide in-class time for teams to work together;** however, significant work outside of class is required to be successful!

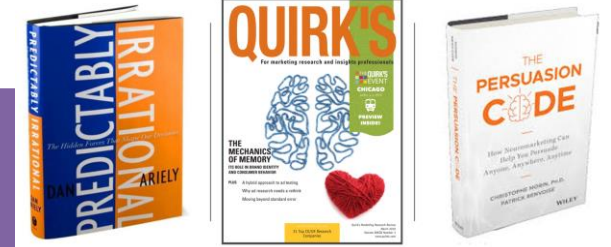
Student Learning Objectives

Students will demonstrate:

1. An understanding of how humans make decisions through class discussions, reflective essays, and quizzes.
2. The ability to use secondary research and public information to immerse themselves into a product category.
3. The ability to identify consumer needs and develop personas describing target customers.
4. The ability to write targeted and persuasive marketing messages using the “4-Steps to Persuasion” process.
5. The ability to collaborate, develop creative concepts, and present results as a project team.
6. The ability to give, receive, and apply constructive feedback through verbal and written critiques.
7. An understanding of the ethical considerations and challenges of neuromarketing.

Class Methodology

Competence

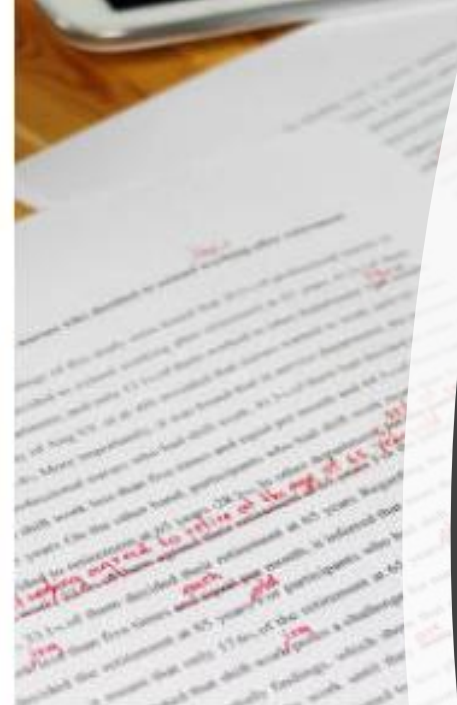


Reinforcement



Practice





Essays

27%

- There will be **FIVE essay assignments** based on readings and videos relevant to the study of Consumer Behavior and Neuromarketing.
- **Write to Learn:** Good writing is essential to the marketing profession. These exercises will provide the opportunity to practice your writing skills while reflecting and learning the concepts explored in this class.



Quizzes In-class

14%

- There will be **TWO Quizzes** during the semester.
- They will cover reading material assigned and class content.
- The questions may take the form of multiple choice, short-answer essays, or exercises.
- They will be “closed book” and “closed notes”.

Team Project:

Team Exercises – 20%
Final Presentation – 21%

Peer Feedback – 7%

- Students will work in teams to develop persuasive and targeted messaging for a consumer product assigned by the instructor.
- The teams will present their insights, recommendations, and creative concepts in lieu of a Final Exam.
- All team members will receive the same grade for the project.
- Peers will provide feedback on individual team members based on their contribution to the project.

Team – Final Presentation Audience Evaluation Criteria

Rate each TEAM on a scale of 1 - 10 for each of the following criteria.
(1= Lowest, 10=Best, Total Maximum per TEAM = 50 Pts)

INSIGHTS	RELEVANCE	RECOMMENDATION	CREATIVITY	STORY
How well has the team captured and articulated the target customer and their needs?	How well do The Persuasion Code: 4 Steps to Persuasion connect to the business and target customer? (Diagnose Pain, Differentiate Claims, Demonstrate Gains, Deliver to Primal Brain)	How likely are the recommendations to connect with and persuade the target customers?	How well do the concepts illustrate the 7 stimuli? (Personal, Contrastable, Tangible, Memorable, Visual, Emotional)	How well did the team present the cohesive story of their research and recommendations?

Individual – Peer Evaluation Criteria

Rate YOUR TEAM MEMBERS AND YOURSELF on a 1 - 10 scale on the following criteria.
(1 = Lowest, 10 = Best, Total Maximum per person = 50 Pts)

TEAMWORK	CREATIVITY	WORK QUALITY	PARTICIPATION	LEADERSHIP
Positive attitude, trusts others, collaborates easily, good listener	Contributes new ideas, approaches and skills, adapts easily	Reliable, completes work on time, attention to detail	Dedicated, attends & contributes to meetings, good follow-through	Takes responsibility, demonstrates organizational, and communication skills

Attendance & Participation 9%

“Eighty percent of success is showing up.”

– Woody Allen

- My life experience has shown this to be true again and again. Showing up is the first step in succeeding in any endeavor. Your team and I depend on your engagement and unique contributions to the class. It is my personal goal to create a vibrant environment where we can all learn together.
- Even one missed class, means missing a lot of material and teamwork. **Consequently, you will earn 5 points each class for attending & participating.**
 - Note: Participation points will NOT be given for excused absences
- **Participation is critical and always expected!**

Learning Accommodations

- Carthage College strives to make all learning experiences as accessible as possible.
- If you anticipate or experience academic barriers due to your disability (including mental health, learning disorders, and chronic medical conditions), please let me know immediately so we can discuss options privately.
- To establish reasonable accommodations, you must register with Diane Schowalter in Learning Accessibility Services (dschowalter1@carthage.edu).

Basic Needs Policy

- Your safety and well-being is more important than anything in this class.
- Please feel free to reach out to me if you are struggling for any reason – including issues securing food, housing, or personal safety.
- In addition to any support I can provide, I will work hard to help you find every resource available to you at Carthage.

Covid-19 and Monkeypox

Classroom

- Masks are not required, but we fully support faculty and students who choose to wear them. Our academic program will be in person except for a very small number of approved exceptions.
- Students who are not feeling well are encouraged to not attend class or other academic activities.
- Students who test positive for COVID are asked to isolate for five days and wear a mask for five days after that.
- Those who experience a close contact with someone who has a confirmed case of COVID are asked to wear a mask for five days following and test on the fifth day.
- Faculty will provide accommodations for students who test positive either through virtual means or otherwise.

Monkeypox

- The institution is monitoring evolving information on the Monkeypox virus and is working with local health resources to prepare for any possible cases.
- Information on this virus will be available in multiple formats. More information can also be found on the [CDC webpage](#). Should you have concerns about symptoms, please contact the Health and Counseling Center, which can assess symptoms and put you in contact with the appropriate resources.
- **The COVID-19 committee will continue to meet weekly to monitor the internal and external environment as we move through the year.**
- Should circumstances change, we will be ready to reach out to the community with new guidance.
- Thank you for your continued participation, and we look forward to a healthy and safe semester!

Assignment Timeline

	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	FINAL 6:00-8:00pm					
	6-Sep	13-Sep	20-Sep	27-Sep	4-Oct	11-Oct	18-Oct	25-Oct	1-Nov	8-Nov	15-Nov	22-Nov	29-Nov	6-Dec	13-Dec	POTENTIAL POINTS	PERCENTAGE OF GRADE			
	No Class	Class 1	Class 2	Class 3	Class 4	Class 5	Class 6	FALL BREAK	Class 7	Class 8	Class 9	THANKSGIVING BREAK	Class 10	Class 11	Class 12					
INDIVIDUAL ASSESSMENTS																				
HOMEWORK																				
Attendance & Participation		5	5	5	5	5	5			5	5		5		5	5	5	60	9%	
Video/Article Essays			40	40	40	40												160	23%	
The Ethics of Neuromarketing -- Persuasion Frames															30			30	4%	
TESTS																				
Quizzes - In Class							50									50		100	14%	
FEEDBACK																				
Peer Evaluations																	50	50	7%	
																		Potential Individual Points	400	57%
TEAM ASSESSMENTS																				
TEAM PROJECT EXERCISES																				
Macro Trends & Category Immersion									30							30	4%			
Diagnose the Pain -- Insight & User Statements										30						30	4%			
Pains - Claims - Gains											30					30	4%			
Story Board Concepts													30			30	4%			
Develop Recommendations														30		30	4%			
FINAL PROJECT ASSESSMENTS																				
Audience Evaluations															50	50	7%			
Final Presentation															100	100	14%			
																Potential Team Points	300	43%		
																POTENTIAL TOTAL POINTS	700	100%		

Fall 2022 Weekly Planner -- MKT-3140 Consumer Behavior

Class Number	Date	Content/Topics for the Week	Reading Assignments	Individual Assignments	Team Assignments	Other	Student Learning Outcomes - SLOs
0	Sept. 6	Pre-reading	<u>Predictably Irrational</u> , Dan Ariely, Chapters 1-2.				1
1	Sept. 13	Syllabus Review, Introduction to Behavioral Economics	<u>Quirk's</u> , article -- "Creating a lasting impression"	Essay #1- How We Decide		Videos in class: (TED talks) Dan Ariely - "Are You in Control of Your Decisions?", Rory Sutherland - "Lessons from an Ad Man".	1
2	Sept. 20	Decisions & Memories	<u>Predictably Irrational</u> , Dan Ariely, Chapters 10-11.	Essay #2 - Decisions & Memories		Videos in class: (TED talks) Dan Gilbert - "Why We Make Bad Decisions", Terry Wu - "Neuromarketing, the New Science of Consumer Decisions".	1
3	Sept. 27	The Mysterious Mind	<u>The Persuasion Code</u> , Morin & Renvoise, Chapters 3-4.	Essay #3 - The Mysterious Mind		Videos in class: Top Think - "13 Spooky Facts About Your Subconscious", YouTube: <u>Decisive</u> , Chip & Dan Heath	1
4	Oct. 4	Neuromarketing Applied	<u>Cool Tool</u> , article -- "Uncovering Advertising Insights".	Essay #4 - Neuromarketing Applied		Videos in class: YouTube: <u>Thinking Fast & Slow</u> , Daniel Kahneman	1
5	Oct. 11	Team Project Introduction, Macro and Industry Trends		Research Assigned Company -- Review "How I Built This" Podcast, Company Website.		Discussion: "Team Dynamics" and "The Art of Critique". Video: " <u>Where Do Good Ideas Come From?</u> ", Steven Johnson	2
6	Oct. 18	Target Persona Development		Quiz #1 -- In class	Team Ex. #1 - Macro Trends & Category Immersion	Team Meeting -- In class	1, 2, 3, 5
	Oct. 25	Fall Break					
7	Nov. 1	Diagnosing Customer Pains, Brainstorming & Creative Collaboration	<u>The Persuasion Code</u> , Morin & Renvoise, Chapter 5.		Team Ex. #2 - Diagnose Customer Pains	Team Presentations & Critique, Video in class: "The Pitch" -- Advertising agencies compete for the Subway account.	2, 4, 5, 6
8	Nov. 8	Differentiating Product Claims	<u>The Persuasion Code</u> , Morin & Renvoise, Chapters 6-7.		Team Ex. #3 - Differentiate Product Claims	Team Presentations & Critique	2, 4, 5, 6
9	Nov. 15	Advertising Concept Development	Extra Credit Opportunity -- LinkedIn Learning: "Developing Ideas and Advertising Concepts"	Essay #5 - The Ethics of Neuromarketing	Team Ex. #4 - Storyboard Creative Concepts	Team Presentations & Critique	2, 4, 5, 6, 7
	Nov. 22	Thanksgiving Break					
10	Nov. 29	Sales Promotion & Behavior Change Framework			Team Ex. #5 - Brainstorm Promotional Tactics	Team Presentations & Critique	1, 4, 5, 6
11	Dec. 6	The Cost of Zero Cost	<u>Predictably Irrational</u> , Dan Ariely, Chapter 3.	Quiz #2 -- In class		Team Prep for Final Presentation	1, 6
12	Dec. 13	Final Presentations		Peer Feedback	Audience Feedback	Instructor Feedback -- Team Final Project Grade	1, 4, 5, 6

Grading Scale

- Note: I generally do not give extra credit assignments.
- The time to go the extra mile is before the race is over!

Percentage	Grade
98% and above	A+
93%	A
90%	A-
87%	B+
83%	B
80%	B-
77%	C+
73%	C
70%	C-
65%	D
64% and below	F