**Global Learning Initiatives Program Course Syllabus**

Please complete the following form in English. The information will be updated to the Global Learning Initiatives Program website for students’ reference. If you will be offering more than one course, please fill out one form per course offered. Examples in grey.

**Course Information**

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| Course Name  \*provide the **English** course name of the course. | Consumer Behavior |
| Lecturer(s)  \*provide the lecturers’ **English** name. If there are more than one lecturer, please indicate all lecturers in the column. | Prof. Roland Gau |
| Course Description  \*briefly describe the contents covered in the courses. | This course emphasizes the psychological and sociological aspects of individual (and to a lesser extent organizational) buyer behavior. Topics range from individual differences in perception, learning, motivation, and personality to the decision making processes that are made by individuals (and organizations). Throughout the course, there will be an emphasis on the application of these fundamental concepts to the formulation of marketing strategy. A particular emphasis will be placed on being able to apply the conceptual elements of consumer behavior in settings that can be transformative in nature (e.g., improve the lives of consumers, as well as the world around them).  This class can also be adapted for doctoral students who are interested in consumer behavior. Doctoral students would still participate in team assignments with the rest of the class, but would have other aspects of their semester adapted to better suit their experience. This would include reading a selection of academic articles that introduce a topics covered in the course, presenting these academic papers to the class in an academic conference format, and developing a potential research project as the final paper. The specific details can be customized to some extent for each student. |
| Course Objectives  \*list out knowledge or skills students should acquire upon completion of course. | (See Course Description) |
| Suggested Proficiencies  (if any)  \*list preferred knowledge or skills students should have before taking the course. | Marketing management knowledge or instructor's approval. Undergraduate students require approval by the instructor. |
| Reading List  (if any)  \*list out the textbooks, references, or other reading materials. | Required Text: Consumer Behavior: Buying, Having, and Being by Michael R. Solomon, 13th Edition. International edition is acceptable, and students may use either eText or hard copy.  ISBN 10: 0135226015  ISBN 13: 978-0135226018 |
| Grading Criteria  \*how would the students be assessed during the course. | Description of Course Details:   1. Homework and Assignments:   Students will also be evaluated on ***class participation***, with the expectation that students participate both with formal presentations, as well as in informal discussions in class. All students are expected to actively participate in discussions on content topics each week. Things may come up over the semester that cause students to miss class. The expectation is that students will students will make arrangements to trade presentation days with other students, as well as contact the instructor in advance, via email to inform them about the missed class.  For homework, at the end of each chapter, the book provides a short case study, that is accompanied by a few questions. Students are to read through the case, and to submit a short write-up (1 to 2 pages, single-spaced, line between paragraphs) that answers each of the questions. Each question is to be answered as though it were a short-essay question on an exam. Case Write-ups will be submitted prior to the start of class, via E3.  In addition to the Case Write-up, students are also responsible for adding a 1-page “Chapter Highlight” based on the chapter reading. The write-up will offer a brief (1 paragraph, about 75-100 words) overview of the chapter, followed by a discussion of one thing from the chapter that was the most interesting to the student, accompanied by a description of how that interesting thing is seen in real-life.  Each class session, one student will present their case study, and another student will present their chapter highlight. Each presentation will be 10-minute, maximum at the start of class, with a few minutes for discussion. Students will present often in this class.  Beginning in the middle of the semester, students will work on a semester project in assigned teams. Teams will each identify a focal organization and will gather and analyze available public information (e.g., annual reports, websites, social media sites, advertising) to analyze the current strategic marketing landscape for that organization. They will then develop a proposed a marketing strategy that will address key issues that emerge from the strategic analysis. Students will present their work in a poster session at the end of the semester.   1. Exams:   Students will complete an open-note, take-home final exam. This exam will ask students to demonstrate literacy of the topics covered in class, as well as potential applications of those ideas. Exams will require that students: 1) describe the core conceptual background of key topics covered in class, 2) identify key strategic factors for successful marketing solutions, and/or 3) relevant marketing tactics to accomplish goals associated with the key strategic factors.   1. Final Project:   Students will an in-depth analysis of a topic chosen by each student team (subject to instructor approval). The project will be covered in 3 parts, leading up to the Final Presentation. These parts will consist of medium-length papers and 10-minute presentations, which will serve as drafts of the final paper and status updates to get feedback about the project in class.  The 3 parts will be:  -Case Background (background research on the topic of interest and the focal organization, with a situational analysis),  -STP (a discussion on the key segmentation variables and consumer behavior issues, a proposal of a target market, and a discussion of what the positioning of the product/brand should be).  -Proposed Marketing Strategy (specific elements of the 4 Ps that execute a positioning strategy).  Each of these should be considered as 4 to 5-page papers, with some additional pages of supporting content (cover page, executive summary, reference list, figures, tables, etc.). The Final Presentation/Paper will be a single document and presentation that covers all of the content from the 3 parts.   1. Evaluation and Grading Policy:   Class Participation and Presentations – 25%  Case Write-ups – 25%  Final Exam – 25%  Final Project – 25%   1. Pedagogy and other supplementary information (websites, TAs, handouts and/or databases):   Course documents (syllabus, grading rubrics, etc.) will be available online via Google Drive.  Required/optional readings and cases will be available online via Google Drive.  Arrangements for doctoral students will be made on an individual basis. |

**Course Schedule**

Please complete the following table with the dates and expected course topics. If there are more than one lecturers instructing the course, please also indicate the lecturer for each class.

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| Class | Date (YYYY/MM/DD) | Course Topic | Lecturer |
| 1 | 2022/2/14 | Marketing Review/Course Overview | Prof. Roland Gau |
| 2 | 2023/2/21 | Ch 1 and 2 – Intro to CB and Consumer/Social Well-Being | Prof. Roland Gau |
| 3 | 2023/2/28 | **NO CLASS – HOLIDAY** | Prof. Roland Gau |
| 4 | 2023/3/7 | Ch 3 – Perception | Prof. Roland Gau |
| 5 | 2023/3/14 | Ch 4 – Learning and Memory | Prof. Roland Gau |
| 6 | 2023/3/21 | Ch 5 – Motivation and Affect | Prof. Roland Gau |
| 7 | 2023/3/28 | Ch 6 – The Self | Prof. Roland Gau |
| 8 | 2023/4/4 | **NO CLASS - HOLIDAY** | Prof. Roland Gau |
| 9 | 2023/4/11 | Ch 7 – Personality | Prof. Roland Gau |
| 10 | 2023/4/18 | Ch 8 – Attitudes and Persuasion | Prof. Roland Gau |
| 11 | 2023/4/25 | Ch 9 – Decision Making | Prof. Roland Gau |
| 12 | 2023/5/2 | Ch 10 – Buying, Using, and Disposal | Prof. Roland Gau |
| 13 | 2023/5/9 | Ch 11 – Groups and Social Media | Prof. Roland Gau |
| 14 | 2023/5/16 | Ch 12 – Income and Social Class | Prof. Roland Gau |
| 15 | 2023/5/23 | Ch 13 – Subcultures | Prof. Roland Gau |
| 16 | 2023/5/30 | Ch 14 – Culture | Prof. Roland Gau |
| 17 | 2023/6/6 | **NO CLASS - FINAL EXAM** | Prof. Roland Gau |
| 18 | 2023/6/13 | **Final Presentation** | Prof. Roland Gau |