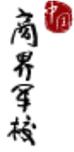




**PHBS**  
北京大学汇丰商学院



# MGT561 CONSUMER BEHAVIOR 4<sup>th</sup> Module, 2017 - 2018

## Course Information

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**Classes:**

Lectures: Tue & Fri 1:30pm – 3:20pm  
Venue: PHBS Building, Room 331

**Course Website: Consumer Behavior (MGT561) on CMS**

## 1. Course Description

### 1.1 Context

Course overview: We are all consumers. We buy groceries, cell phones, and houses. We also purchase services ranging from bank accounts to educations. Although consumers have similar needs, they may choose different products or brands. This is because consumers are intrinsically different from one another, and they are also influenced by various situational factors. Then, what marketers or companies should do to effectively communicate with consumers and influence their behavior?

In this course, you will learn how and why consumers behave the way that they do. You will learn about theories developed in marketing, psychology and other behavioral sciences to understand consumer behavior. You will also acquire experience in applying these theories to real-world consumer behavior problems and drawing managerial implications. Furthermore, you will apply theories to better understand cultural differences, especially Chinese consumers. Several different kinds of materials and approaches will be used to meet these learning objectives.

Prerequisites: Marketing Management (MGT 560)

### 1.2 Textbooks and Reading Materials

**TEXTBOOK**

Consumer Behavior (2010, 5th edition) by Wayne D Hoyer, Deborah J Macinnis, Rik Pieters.  
Cengage Learning, ISBN-13: 9781133435211

## **CASES**

Case readings will be announced and distributed in class.

## **JOURNAL ARTICLES AND NEWS**

Journal articles and recent news from the popular business press will be used throughout the module. The journal articles will help you develop a deeper insight into selected topics and methods of consumer behavior research. A bibliography of these articles is listed under "Journal Article Reading Lists" in this syllabus. Business news articles will give you the opportunity to apply conceptual framework to current real-world consumer behavior problems. News articles will be distributed in class. Cases and journal articles can be changed to reflect class demands and announced in class

## **RECOMMENDED READING**

Kahneman, D. Thinking Fast and Slow.

Underhill, P. Why We Buy.

Petty, R. E. & Cacioppo, J. T. Attitudes and Persuasion: Classic and Contemporary Approaches.

Chabris C. & Simon D. The Invisible Gorilla: And Other Ways Our Intuitions Deceive Us

## **2. Learning Outcomes**

After taking this course, you will be familiar with various theories developed in marketing, psychology and other behavioral sciences. Various activities inside and outside of the class will allow you to be able to conduct rigorous research to solve real business problems and effectively communicate the findings and implications with various audience groups after taking this course.

### **2.1 Intended Learning Outcomes**

<b>Learning Goals</b>	<b>Objectives</b>	<b>Assessment</b>
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Y
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Y
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Y
	2.2. Students will be able to apply leadership theories and related skills.	
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	
	3.2. Our students will practice ethics in the duration of the program.	
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Y
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Y
	5.3. Our students will demonstrate competency in critical thinking.	Y

### **2.2 Course specific objectives**

## ***CLASS PARTICIPATION AND DISCUSSION***

Class participation is an important part of marketing courses. The learning experience of this course depends on your participation. I expect you to have read the assigned materials prior to class. Your goal should be to prepare consistently for the course, and to participate appropriately in various activities in class – lecture, discussions, group work, etc. It is important for your classmates, and me, to know who you are. Please bring your desk name card during every class in the module.

Please come to class on time and make sure you give yourself enough time to settle down. Remember, if you are not in class, you may miss your opportunity to participate, and this can lead to negative repercussions on your class participation grade.

Whenever you know in advance that you will be absent, please let me know. If you miss class due to a pressing emergency, please provide me with the necessary documentation to excuse your absence. If you need to leave early for something that is an extremely unusual and unavoidable situation, you should explain your reason for leaving early to the professor ahead of time, and should sit near the door so your departure is not a distraction for others.

Whenever you raise a question or share your opinion in class, you will be given a form where you can describe the question or your opinion. You have to return the form to the instructor at the end of each class. The final participation grade will be determined based on the collected forms.

## ***INDIVIDUAL AND/OR GROUP WORK – ARTICLE REVIEW***

Two to three journal articles will be assigned every week. For each week, you have to choose one of the articles and have to submit a review paper including a brief summary and limitations of the paper as well as future research ideas (no more than one page). Every week, the instructor will pick two - three individuals/teams and ask them to share their reviews in class.

## ***INDIVIDUAL AND/OR GROUP WORK – CASE ANALYSES***

You will work on case analyses. For every case, you have to submit a written document including your own analyses and summary (no more than one page) in the previous class of class discussion. Also, for every case, you will also discuss the case in a small group. Your participation in discussion will be counted and reflected in your case discussion grade.

## ***EXAM***

There will be an exam on June 26<sup>th</sup>. Details on the exam will be delivered in class.

## ***TERM PROJECT***

For this assignment, every individual or team will submit two written documents and have a 30-minute presentation. You can work individually or in a group. You can choose one of the options below. A detailed description of the project and guidelines for presentations will be provided in class. If you work in a group, peer evaluations will be reflected in your term paper grade. Each individual/team should submit a brief interim report on May 22<sup>nd</sup> about your choice of the topic and plan.

***ACADEMIC RESEARCH:*** If you are interested in academic research on consumer behavior, you can review the previous literature and see what needs to be addressed. The first document should include your motivation, literature review, proposed research questions. The second document should include methodology (data & analyses), findings, and theoretical and practical implications.

***CASE ANALYSIS:*** The purpose of this exercise is to place the students in the position of a marketer or CMO facing important problems regarding their marketing strategy or consumer relationships. If you are interested in managerial or strategic implications of understanding consumer behavior, you can read articles about business practices or go out and see problems requiring market research. You can conduct either qualitative or quantitative

research to collect detailed information. The first document should include situational analyses (both internal and external environments) and problem analyses (i.e., what are important problems for the company or concerns for the manager or CMO). The second document should include methodology (data & analyses), findings, and final suggestions to the problems you have identified. There will be an exam in week 8. The exam will cover all materials discussed in class by the time.

### 2.3 Assessment/Grading Details

Your course grade will be determined based on the components listed below. Each component of your grade is explained in greater detail on the following pages:

<b>WEIGHTS ON COURSE REQUIREMENTS</b>	<b>PERCENTAGE</b>
<b>Article Review – Individual/Group Work</b>	<b>30%</b>
<i>Written Assignments</i>	15%
<i>Presentations &amp; Discussion</i>	15%
<b>Case Analyses – Individual/Group Work</b>	<b>20%</b>
<i>Written Assignments</i>	10%
<i>Discussion</i>	10%
<b>Exam</b>	<b>20%</b>
<b>Final Paper - Individual/Group Work</b>	<b>30%</b>
<i>Written Assignments</i>	15%
<i>Presentations &amp; Discussion</i>	15%
	<b>100%</b>

### 2.4 Academic Honesty and Plagiarism

It is important for a student’s effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

## 3. Topics, Teaching and Assessment Schedule

<b>WEEKS</b>	<b>DATES</b>	<b>TOPICS</b>	<b>DUE DATES</b>
1	May 8 <sup>th</sup> May 9 <sup>th</sup>	Course introduction and overview Understanding Consumer Behavior Research Method – Experiments (Chapter 1)	Article discussion (May 9 <sup>th</sup> )
2	May 11 <sup>th</sup> May 15 <sup>th</sup>	Motivation, Ability, and Opportunity Exposure, Attention, and Perception (Chapters 2 & 3)	Article discussion (May 15 <sup>th</sup> )
3	May 18 <sup>th</sup> May 22 <sup>nd</sup>	Attitudes and Persuasion (Chapters 5 & 6)	Article discussion (May 22 <sup>nd</sup> ) Interim report of Term Paper (May 22 <sup>nd</sup> )
4	May 25 <sup>th</sup> May 29 <sup>th</sup>	Memory Information Search (Chapters 7 & 8)	Case #1 (May 25 <sup>th</sup> ) Article discussion (May 29 <sup>th</sup> )
5	June 1 <sup>st</sup> June 5 <sup>th</sup>	Judgment and Decision (Chapters 9 & 10)	Article discussion (June 5 <sup>th</sup> )
6	June 8 <sup>th</sup> June 12 <sup>th</sup>	Consumer Diversity Individual Difference (Chapters 12, 13, & 14)	Case # 2 (June 8 <sup>th</sup> ) Article discussion (June 12 <sup>th</sup> )
7	June 15 <sup>th</sup> June 19 <sup>th</sup>	Social Influences Cultural Influence (Chapter 15)	Article discussion (June 19 <sup>th</sup> )
8	June 22 <sup>nd</sup> June 26 <sup>th</sup>	Cultural Influence (Chapter 15) Online Consumer Behavior Online Marketing (Chapter 16) Exam	Article discussion (June 22 <sup>nd</sup> ) Exam (June 26 <sup>th</sup> )
9	June 29 <sup>th</sup> July 3 <sup>rd</sup>	Online Consumer Behavior Online Marketing (Chapter 16) Term Paper Presentations	Case # 3 (June 29 <sup>th</sup> ) Presentations (July 3 <sup>rd</sup> )

**NOTE**

Classes that are normally scheduled on May 4 (Friday) will be moved to May 9 (Wednesday) with same time slot and classroom.

The information in this syllabus is subject to change, and any changes made to this syllabus will be announced in the class.

**4. Miscellaneous**

***ABSOLUTELY NO LATE WORK WILL BE ACCEPTED***

No late work will be accepted. Late work is defined as any work not turned in when it is collected at the beginning of class on the day it is due. No extra credit work will be allowed since it unfairly gives opportunity to some, but not all, students. Problems arise in life. I understand that. However, you are responsible for reconciling all issues that could adversely affect your (or your group's) grade promptly and professionally. This includes communicating with all affected parties, and doing so in a timely manner. It also includes sparing these parties from dishonesty, laziness, procrastination, or other unacceptable excuses for a lack of performance on your part.

***CLASS ROOM POLICIES***

Do not disturb other classmates with distracting devices such as cell phones and laptops. Please remember that we have a strict academic dishonesty program here. For example, you need to be careful not to plagiarize from other sources. Failure to adhere to these policies will result in a failing grade.

***SPECIAL ACCOMMODATIONS***

If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as outlined, or which will require academic accommodations, please notify me during the first week of the course so that you are appropriately accommodated.