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What's App preferred.

MARK 310, Consumer Behavior, Spring 2019
17.30 Loyola Centre L4 meeting room
or at Cimigo, 217 Dien Bien Phu, Binh Thanh District

Catalog Description

Examine consumer buying journey, learn how to positively disrupt those journeys. Explore the impact of culture, social context, retail, marketing mix and brand communications on consumer choices. Prerequisite: MARK 201

Required Material

Consumer Behaviour 12th Edition. Michael R. Solomon.

Expectations

Be present, be proactive, be engaged, be dynamic and have fun.

Course Outline

1 Wed 16/01/2019 17:30

Class discussion	Build a beverage occasion and need map
Objective	Grasp overarching concepts of consumer behaviour and research Innovation project: Create a new product: flavour and nutrition straws
Required reading	Chapter 1
Recommended reading	Creating Brand Loyalty: The Management of Power Positioning and Really Great Advertising, Michael W. Maloney and Richard D. Czerniawski

2 Wed 23/01/2019 17:30

Class discussion	Selling rice (back to) the Vietnamese
Objective	New brand development process
Required reading	Creating Brand Loyalty: The Management of Power Positioning and Really Great Advertising, Michael W. Maloney and Richard D. Czerniawski
Recommended reading	Rice competitor, retail and consumer landscape (shared ahead of class)
Guest participant	Design agency head on brand stories and design (Chris)

3 Wed 30/01/2019 17:30

Class discussion	TET – Lunar new year marketing
Objective	Influencing consumer choices, Persuasive communications
Required reading	Chapter 4, 5, 7 and 8
Recommended reading	Unveiling TET report and TET advertising review (shared ahead of class)
Guest participant	Marketing Director, Global food and beverage player (Thann)
Pre-class preparation	Come with digital photos if interesting TET packs, promotions, in store displays and advertising (you-tube)/ Examples must include wet market, mum and papa traditional trade grocery store, modern convenience store and supermarket.

Coursework submission Build a beverage occasion and need map

4 Wed 13/02/2019 17:30

Class discussion	Can big (Superbowl big) brands be built online?
Objective	TV versus social and online
Required reading	Chapter 11
Recommended reading	Bob Hoffman (shared ahead of class)
Guest participant	Online media agency head (Andrew, Uyen)
Pre-class preparation	Be prepared to debate. With real examples. Debate. Zach and Brittany (affirmative) and Claire and Larissa (oppose).

5 Wed 13/02/2019 17:30

Class discussion	Defining your target audience, how hard can it be?
Objective	Impact of income, class, demographics, life stage and culture on choices
Required reading	Chapters 12, 13, 14
Recommended reading	Segmenting the life insurance market (shared ahead of class)
Guest participant	CMO of Life Insurance company (Trang)

6 Wed 27/02/2019 17:30

Meet at Cimigo	17.30 sharp.
Class discussion	Live consumer ethnographic visit
Objective	Build a consumer portrait
Required reading	None
Recommended reading	Ethnographic research how to guideline (shared ahead of visit)
Pre-class preparation	Prepare your discussion guide (sample shared in preceding week)

7 Wed 06/03/2019 17:30

Class discussion	Online shopping (e-commerce, fintech and shopping behaviour)
Objective	Disrupting shopping customer journeys
Required reading	Chapter 10
Recommended reading	Online shoppers in Vietnam (shared ahead of class)
Guest participant	Presentation of latest trends in online shopping (Giang, Slawek and/or Carsten)

Coursework submission **Target group portrait**

8 Wed 13/03/2019 17:30

Class discussion	System 1 versus System 2
Objective	Behavioural economics for consumer behaviour
Required reading	Chapter 9
Recommended reading	Thinking fast and slow, Daniel Kahneman
Guest participant	Professor in behaviour marketing (Graeme)

9 Wed 03/04/2019 17:30

Class discussion	Live focus group
Objective	Refining your project concepts based on consumer feedback
Required reading	NA
Recommended reading	How do focus groups work (shared ahead of class)

Coursework submission **Brand, concept and marketing written pitch.**

10 Wed 17/04/2019 17:30

Class discussion	Pitch presentation
Objective	Presenting your pitch
Required reading	NA
Recommended reading	NA

Coursework submission **Brand, concept and marketing presentation pitch.**

11 Wed 24/04/2019 17:30

Class discussion	Cambridge Analytica
Objective	Ethics in consumer behaviour
Required reading	Chapter 2
Recommended reading	Cambridge Analytica introduction pitch (shared ahead of class) FT big read. Facebook (shared ahead of class) WeChat social soring in China (shared ahead of class)
Pre-class preparation	Watch Black Mirror (season 3 episode 1 Nosedive) google it, google Russian meddling in elections, google big tech backlash on big tech and consumer rights

Course Requirements and Grading Criteria

Lectures and Class Discussions: Materials will be posted on Sakai, do the pre-reading, it will make class discussions informed and meaningful.

Required reading and graded quizzes: Its required. Read it. Be tested. Apply in our discussions.

Innovation project course work will be assessed.

1. Build a beverage occasion and need map
2. Target group portrait.
3. Brand, concept and marketing pitch.

Course Grade Breakdown	Course Grading Scale
Engagement in class 15%	A 100-93% A- 92-90
Customer journey map = 15%	B+ 89-87 B 86-83
Target group portrait = 15%	B- 82-80 C+ 79-77
Required reading quizzes = 10%	C 76-73 C- 72-70
Brand, concept and marketing pitch = 45%	D+ 69-67 D 66-60
<i>Content evidence = 10%</i>	F 59 and below
<i>Analysis = 10%</i>	
<i>Synergy to story = 15%</i>	
<i>Pitch presentation 10%</i>	

Quinlan School of Business Policies

Attendance

Class attendance and participation are fundamental components of learning, so punctual attendance at all classes, for the full class meeting period, is expected of Quinlan students.

Students “may” be excused for funerals with advanced notice and sickness with a doctor’s note. Any excused absence is at the professor’s discretion. Notification prior to class is highly recommended. The student is responsible for any assignments, notes or requirements missed during an absence.

Late Policy

All assignments should be printed and are due at the start of the class time on the due date, unless otherwise specified on the course schedule. Assignments that are submitted up to 24 hours late can only earn up to 50% of the possible points for the assignment; assignments that are submitted more than 24 hours late will not be accepted.

Academic Integrity

All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood. Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of zero for the assignment or examination. Students may be subject to additional penalties such as failing the course.

For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:

<http://www.luc.edu/media/lucedu/quinlanschoolofbusiness/pdfs/Honor-Code-Quinlan-July2012.pdf>

Students with Disabilities

If you have a documented learning or physical disability and wish to discuss academic accommodations, please contact me within the first two weeks of the quarter.

Harassment: Loyola University does not tolerate racial, sexual or other forms of harassment of faculty, staff, or students. If you feel you are subject to such harassment, please notify me.

Any Special Requests, Circumstances, or Instructor Policies

- Please turn off and do not use cell phones or other wireless devices, including laptop computers, in class.
- Refer to the course Sakai site for notes, slides, and other class-related handouts/resources.
- I will return e-mails and phone calls in a timely manner and expect the same from students.
- Always be respectful of student differences, various ideas and backgrounds.

Please note: This class may occasionally deviate from the course outline above. The instructor reserves the right to make changes as needed to the course syllabus.