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1 East Pearson, Chicago, IL 60611
Office hours: Tuesdays 1:00pm-2:00pm and by appointment

Please note the best way to reach me is via email.

MARK310 101, Consumer Behavior, Spring 2014
Mondays 4:15pm – 6:45pm, Corboy Law Center 422

About this course

Course Description

This course will help you appreciate the complexity of consumers and consumer behavior, by understanding the individual and social factors that influence consumers’ internal processes and behaviors before, during and after purchase and consumption.

Course Overview

This course will provide an overview of the internal processes and external dynamics that influence the way consumers make choices, and how this understanding informs marketing decision making. We begin studying the cognitive processes behind the acquisition of knowledge about goods and services, incorporating the personality and emotional aspects that underlie how consumers form attitudes about brands. Next, we discuss the dynamics of influence and persuasion, review models to understand how individuals behave before, during and after the consumption process, and incorporate the impact of social and cultural factors on this behavior.

Course Objectives, Learning Outcomes, Teaching Approach

By the end of this course you should be able to describe the different processes and forces that influence consumer behavior, and understand how these principles can be applied to marketing decision making. The group project is also an opportunity to develop project management skills.
Those objectives serve three important goals for this course:
1. Provide you with new ways of thinking about consumers and marketing
2. Develop mindsets and behaviors required to succeed in the workforce
3. Appreciate the need for organizations to adopt a consumer-centric approach

We will discuss business cases regularly. In addition, please pay attention to current events that might be relevant for our class. You will interact directly with consumers through the group project and reflect on your own experiences during in-class activities.

I expect you to be proactive, go beyond the minimum requirements, and keep an engaged participation by asking questions, making insightful comments, building on other people’s comments, and having a positive attitude. As your instructor, I do not anticipate having all the answers or the only valid point of view. Learning is a process, not an outcome, and we are all involved in it as partners. Mutual respect and a professional attitude are essential for this class.

| Course Requirements |

**Adopted Textbook**

*Note:* You are not required to buy the Solomon textbook, but this is the text upon which the course schedule is based. You may purchase or rent an older version of the book, or not buy it at all. You can also use the copies available in Lewis Library. It is up to you to determine what resources you need to achieve course objectives and associated learning outcomes.

**Reading Assignments**
Articles, readings, videos and other materials will be posted in Sakai for every week of class. They will be labeled as required or optional.
Please remember:
1. It is your responsibility to check Sakai for updates
2. All reading assignments must be completed before each class

**Suggested Books**
Dan Ariely (2010). *Predictably irrational.*
Course evaluation (Total of 100%)

1. Class Engagement 10%
2. Assignments and Quizzes 15%
3. Midterm Exam 15%
4. Group Project 40%
5. Final Exam 20%

Description of course components

1. Class engagement (10%)

I expect your engaged, enthusiastic and informed participation. **Attending every class in time is required but is not enough.** You must be prepared to contribute to class discussion based on the readings, your personal experience as a consumer or other knowledge you bring from outside the class. I also expect you to behave in a professional manner at all times. This includes, but is not limited to, paying attention to the lecture and discussion, building on your classmate’s comments, using professional language, providing arguments to support your points and accepting criticism from others. Participation during Q&A in group presentations is particularly important.

2. Assignments and quizzes (15%)

There will be 3 assignments/quizzes, each worth 5% of your grade. Their format will be announced at least one week in advance.

   Dates: February 10th, March 17th, April 7th

3. Midterm exam (15%)

Multiple choice and short answer exam on February 24th, covering all material to date, including readings, videos, class discussions, etc. Most questions will require you to apply concepts seen in class and make thoughtful judgments based on class discussion and readings.

4. Group project (40%)

Please see instructions in separate file posted on Sakai.

5. Final exam (20%)

Comprehensive multiple choice and short answer exam on April 28th, covering all material from the course, including readings, videos, class discussions, etc. The questions will go beyond simple definitions, requiring you to apply theory and make thoughtful judgments based on the concepts discussed in class. *The exam will ask you to compare consumer behavior dynamics in three business sectors based on the group presentations.*

6. Extra credit

No extra credit opportunities are planned but may be offered at the instructor’s discretion. **Individual extra credit requests will not be accepted.**
Table 1. Overall grading guidelines

<table>
<thead>
<tr>
<th>Grade</th>
<th>Course Grading Scale</th>
<th>Loyola Grading Weights</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>94-100</td>
<td>4.00</td>
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<tr>
<td>A-</td>
<td>90-93</td>
<td>3.67</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
<td>3.33</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
<td>3.00</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
<td>2.67</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
<td>2.33</td>
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<tr>
<td>C</td>
<td>73-76</td>
<td>2.00</td>
</tr>
<tr>
<td>C-</td>
<td>70-72</td>
<td>1.67</td>
</tr>
<tr>
<td>D+</td>
<td>67-69</td>
<td>1.33</td>
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<tr>
<td>D</td>
<td>60-66</td>
<td>1.00</td>
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<tr>
<td>F</td>
<td>&lt; 60</td>
<td>0</td>
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</tbody>
</table>

What grades mean to me

A = Superior insight, extending beyond the normal requirements for the course; exceeding expectations by a significant margin
B = Good, solid work, well versed in all course topics and completed all course work, exceeding expectations
C = Satisfactory comprehension of the material in the course and completion of basic requirements, meets expectations
D = Completion of minimal requirements and demonstration of minimal competence, barely meeting expectations. This is a passing grade.
F = Failure to complete minimal requirements or to demonstrate comprehension of key course topics. No course credit is earned.

Class engagement

Attendance and punctuality are expected, including returning after class breaks; however attendance is not enough and it does not translate into participation. You should aim at participating actively in every class and conduct yourself in a professional manner at all times.

Grading guidelines for class participation (max = 10)

10/10: Exceptionally High Achievement: Consistently prepares for all classes, having done all reading assignments by the date assigned and having given it thoughtful reflection. Actively participates in class discussion, making insightful questions and comments. Student incorporates experience, knowledge or observations beyond assigned class readings. Student recognizes the need for other students to participate. Respects others’ views and adds value to the discussion.
8-9/10: High Achievement: Consistently prepares for all classes, having done all reading assignments by the date assigned. **Actively participates in class discussions by offering useful comments.** Student recognizes the need for other students to participate. Respects others’ views

6-7/10: Average Achievement: Prepares for the vast majority of classes by having done most of the readings by the date assigned. **Participates in class discussion when called upon but rarely volunteers or offers insights.** Student recognizes the need for other students to participate. Respects others’ views.

5/10: Minimal Achievement: Rarely has readings done by the date assigned and relies on instructor to present material in class. **Does not proactively participate in class discussion or comments do not reflect concepts reviewed in class or the readings.** Student recognizes the need for other students to participate. Respects others’ views.

Below 5: Unsatisfactory Performance – misses too many classes, does not recognize the need for other students to participate, or does not respect others’ views.

**Group project**

Please see group project grading criteria in separate file posted on Sakai.

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**Course policies**

1. Absolutely **NO LATE WORK** will be accepted, so plan ahead. All assignments and updates should be submitted via email, unless otherwise specified, by the time indicated in the syllabus, in class or via Sakai.

2. If you are a student with a disability and seek accommodations, you must register with the Office of Services for Students with Disabilities. Please provide written notice in a timely manner to the instructor so that accommodations can be made.

3. If you miss class for any reason, you are responsible for obtaining class notes and/or class announcements from one of your fellow classmates. If you miss multiple classes due to personal, family, health related or other issues, you need to take the initiative to contact the instructor in advance. Attendance may impact your participation grade.

4. It is expected that all assigned materials have been read prior to class. You will be called on to answer questions, give examples, and explain items covered in the textbook and other assignments. This may impact your participation grade.

5. Cheating will **NOT** be tolerated. You are expected to be aware of and adhere to the University’s policies regarding the honor code, academic honesty, and other ethical considerations. If you let a classmate read your assignment you both may be held responsible for cheating. In your group project, the whole group may be affected if one of its members cheats. If you have any questions, please feel to contact me at any time. Please review the University’s policies at [http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml](http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml)
Plagiarism on the part of a student in academic work or dishonest examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination.

6. Students should be mindful of the fatal error policy in their written assignments. All written assignments must meet a minimal presentation standard to be acceptable. The following are considered Fatal Errors:
   1. Misspelled words
   2. Incomplete sentences
   3. Capitalization errors
   4. Serious errors in punctuation that obscure meaning
   5. Errors in verb tense or subject/verb agreement
   6. Lack of conformity with assignment format
   7. Improper citations or lack of citation, where one is needed

Papers with more than three fatal errors on any single page, or more errors than three times the total number of pages will be returned to the student. Maximum score for resubmitted papers will be 80% of original score.

7. Please conduct yourself in a professional manner. This means showing up to class on time. Please turn your cell phones off. If you need to take a call, leave the classroom before picking up. Absolutely no texting will be tolerated. Side conversations or surfing on the web during lectures and class discussions is not permitted. Violating these rules may impact your course engagement grade.

8. Important course announcements (e.g., additional readings, possible changes in the syllabus, extra credit opportunities) will be posted on Sakai or sent via email to your Loyola account. Please check the course Sakai site and your Loyola email regularly; I am not responsible if you can’t receive incoming mail, if you do not check your email, or if you forget to check Sakai for updates.

9. You will be asked to evaluate your group members after you present your group project. If a student makes less than a perfect score on the peer evaluations, that student’s final grade for the group project will be adjusted at the discretion of the instructor. You MUST take the exams during the regularly scheduled times unless there is a documented emergency and prior arrangements have been made in writing. Attendance to presentations is also mandatory and you are expected to be on time. Anyone missing the exams or presentations will lose that percentage of his/her grade unless s/he is involved in a documented emergency. No makeups will be given. Attending other group’s presentations is also critical.

11. Final course grades are final. I will not change a final grade unless a calculation error was made. If you feel you are not making satisfactory progress towards earning the grade you desire, you should contact me during the semester.

12. You may not make audio or visual reproductions of any class session without the written permission of the instructor.
13. If you do not understand any of the requirements of this class, it is your responsibility to contact me in order to clarify your questions as soon as possible. By staying enrolled in this class, you are agreeing that you have read, understood, and will comply with all policies described above.

### 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. Faculty may set participation policies unique to their courses and use class participation as a component of the final grade (please see [Course Policies](#) section above). The student is responsible for any assignments or requirements missed during an absence.

**Make-Up Examinations**

Loyola University academic policy provides that tests or examinations may be given during the semester or summer sessions as often as deemed advisable by the instructor. Because Quinlan faculty believes examinations represent a critical component of student learning, required examinations should be taken during the regularly scheduled class period. Make-up examinations are discouraged. Exceptions may be granted only by the faculty member or department chair, and only for unavoidable circumstances (illness verified by a signed physician’s note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance). A make-up final examination may be scheduled only with the permission of the appropriate Quinlan Assistant or Associate Dean.

If a make-up examination must be given, it is the responsibility of the faculty member to prepare, schedule, and proctor the exam. The only regular exception is for a student athlete, who may use the testing services of the Athletics Department to complete a make-up examination. For a student with a documented special testing need, please consult University policy concerning use of the testing center in Sullivan Center at Lake Shore Campus.

**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 “F” for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved.

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<tr>
<th>Wk</th>
<th>Date</th>
<th>Topic(s)</th>
<th>Assignment/Task due</th>
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<tbody>
<tr>
<td>1</td>
<td>01/13</td>
<td>▪ Introduction – what is CB?</td>
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<td>▪ Introduction to decision making</td>
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<td>▪ Business writing</td>
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<td>2</td>
<td>01/20</td>
<td>No Classes</td>
<td>Group Project: Submit group members and top 3 sectors</td>
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<td>Martin Luther King day – Enjoy!</td>
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<td>3</td>
<td>01/27</td>
<td>▪ Consumer research</td>
<td>Group Project: Submit group project topic proposal</td>
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<td>▪ Perception, learning and memory</td>
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<td>4</td>
<td>02/03</td>
<td>▪ Motivation</td>
<td>Group Project: Submit group project timeline</td>
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<td>▪ The Self</td>
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<td>▪ Personality</td>
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<td>02/10</td>
<td>▪ Attitudes and Persuasion</td>
<td>Assignment/Quiz # 1</td>
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<td>6</td>
<td>02/17</td>
<td>▪ Branding</td>
<td>Group Project: Email Update 1</td>
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<td>▪ Decision making I</td>
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<td>7</td>
<td>02/24</td>
<td><strong>Midterm exam</strong></td>
<td>Group Project: Submit research instruments (by Friday 02/28)</td>
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<td>8</td>
<td>03/03</td>
<td>Spring Break – Enjoy!</td>
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<td>9</td>
<td>03/10</td>
<td>▪ Midterm review</td>
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<td>▪ Decision making II</td>
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<td>10</td>
<td>03/17</td>
<td>▪ Behavioral economics</td>
<td>Assignment/Quiz # 2</td>
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<td>▪ Group Influence</td>
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<td>11</td>
<td>03/24</td>
<td>▪ Word of Mouth</td>
<td>Group Project: Email Update 2</td>
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<td></td>
<td>▪ Subcultures</td>
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<td>12</td>
<td>03/31</td>
<td>▪ The digital consumer</td>
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<td>▪ Guest speaker (TBD)</td>
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<td>13</td>
<td>04/07</td>
<td>▪ Culture</td>
<td>Assignment/Quiz # 3</td>
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<td>▪ In-class time for group project</td>
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<td>Date</td>
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<td>14 04/14</td>
<td>Group Presentations</td>
<td>▪ Papers and presentations due for all groups (12:00pm)</td>
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<tr>
<td>15 04/21</td>
<td>Group Presentations</td>
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**Final Exam (Cumulative)**

Monday 04/28 4:15pm-6:45pm

**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.