

## SEMESTER AT SEA COURSE SYLLABUS

University of Virginia, Academic Sponsor

<b>Voyage:</b>	<b>Spring 2015</b>
<b>Discipline:</b>	<b>Commerce</b>
<b>Course Title:</b>	<b>SEMS 3500-101: Consumer Behavior</b>
<b>Division:</b>	<b>Upper</b>
<b>Faculty:</b>	<b>June Cotte</b>
<b>Credit Hours:</b>	<b>3</b>
<b>Contact Hours:</b>	<b>38</b>

### Pre-requisites:

Students should have already taken an Introductory Marketing course.

### **COURSE DESCRIPTION**

Why do consumers around the world make some of the decisions they do? How are consumer behaviors influenced by marketing messages, other people, and factors such as culture and context? This course will examine factors influencing the acquisition, consumption, and disposition of products, services, and ideas. First, we will examine basic psychological processes that take place within the mind of the consumer. Topics here will include consumer perceptions, learning, memory, motivation, the self, personality, decision-making, and attitudes. Second, we will examine external influences on consumer behavior, such as the opinions of others/social influence, situational factors, and cross-cultural differences. This course is based on disciplines such as psychology, sociology, social psychology, and anthropology. Throughout the trip you will put your learning to work, not only to observe your own consumption behaviors, but to be an ethnographic or participant observer of the consumption behaviors of a wide range of culturally diverse consumers and marketers you will encounter in the countries that we visit while traveling around the world.

### **COURSE OBJECTIVES**

- To provide students with a solid theoretical foundation for understanding consumer behavior.
- To enhance students' ability to apply consumer behavior concepts from both a managerial and a consumer perspective
- To build on theoretical learning with an intercultural comparison of how course concepts become operationalized around the world
- To increase students' awareness of their own behavior as consumers.

## **REQUIRED TEXTBOOKS**

AUTHOR: Michael R. Solomon  
TITLE: Consumer Behavior: Buying, Having, and Being  
PUBLISHER: Pearson  
ISBN #: 978-0-13-345089-7  
DATE/EDITION: 11<sup>th</sup> Edition, 2015

## **REQUIRED CASES**

Cases will also be part of our in-class learning. These materials can be purchased online. You will have to create a login at the Harvard Business School site, and then you can purchase and download the cases.

Case Names:

Louis Vuitton in Japan  
Sony Targets Laptop Consumers in China: Segment Global or Local?  
Himalaya Herbal Toothpaste: Category and Brand Involvement in an Emerging Market  
Danimal in South Africa: Management Innovation at the Bottom of the Pyramid

## **FIELD WORK**

Field lab attendance is mandatory for all students enrolled in this course. Please do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field lab.

### ***FIELD LAB***

Japanese products and global consumers

The field lab will visit a sake museum to discuss how this uniquely Japanese alcoholic beverage is produced and marketed to the world. We will also have a lunch featuring world-famous Kobe beef, then tour a Kobe beef farm. There also, we will discuss how and this Japanese product appeals to consumers all over the world. What consumer needs and wants do Japanese products such as sake and Kobe beef respond to? Why are Japanese products so highly valued? How are country of origin effects at work here? What global consumer trends are driving demand for sake and Kobe beef?

### **Objectives:**

1. Understand the role of country of origin effects in consumer behavior.
2. Understand the interaction of global consumer trends, and demand for specific products.
3. Understand how marketers use unique production processes, as well as cultural factors, to design products that appeal to a global consumer.

## **FIELD ASSIGNMENTS**

- **Field Lab Reflection Paper** – this assignment is connected to the field lab in Kobe, Japan. After completing the 8 hour field lab experience as a class, you will turn in a reflection paper on what you learned and how it relates to the Consumer Behavior topics we cover in class. Additional instructions will be given in class before the Field Lab. The reflection paper should be approximately 4-6 pages, single-spaced, or about 3200-4800 words (10-12 point font, one inch margins). The reflection paper is due in class February 2.
- **Notebook/Journal Project - Values and Advertising Analysis** – Keep a journal of your observations of the advertising you see in the countries we visit. Across three countries of your choosing, examine differences in the values conveyed via advertising. Choose two ads from three different countries that are for the same product category. List them and describe them. What segments do they appear to be targeted to? How does the execution of the ads highlight different values across the two cultures? The typed paper should be approximately 2-3 pages, single-spaced, or about 1600-2400 words (10-12 point font, one inch margins). These are due to be handed in (and we will discuss these in class) on April 23, so you won't be able to use Morocco in your analysis.
- **Group Project - Gift-Giving Analysis** – Students will form teams of 3-4 students. Across two countries, examine gift-giving behavior. Do so by interviewing both retailers and consumers. Include an analysis of differences in gift-giving and consider some of the following: the occasions when gifts are given, products/brands suitable for gift giving, appropriate price ranges for gifts, symbolic nature of gifts, sources of information for gifts, and other relevant considerations including packaging, wrapping, etc. The typed paper should be approximately 4-6 pages, single-spaced, or about 3200-4800 words (10-12 point font, one inch margins). Groups will make a presentation of their analysis in class. All groups will hand in their written projects (and a copy of their presentations), on the first day of presentations, April 11.

## **GRADING AND EVALUATION**

In Class Participation	10%
Field Lab Reflection Paper	20%
Notebook Project – Values and Advertising	15%
Group Project Work – Gift-Giving Analysis	20%
Quizzes (2 at 10%)	20%
Final Exam	15%

## **ELECTRONIC COURSE MATERIALS**

Supplementary lecture notes and additional readings will be made available to students online.

## **PARTICIPATION**

Evaluation of participation will be graded on participating in in-class discussions of the textbook and case material, and asking/answering questions during class.

## **ADDITIONAL RESOURCES**

Cases will also be part of our in-class learning. These materials can be purchased online. You will have to create a login at the Harvard Business School site, and then you can purchase and download the cases.

## **HONOR CODE**

Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University's honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager's Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: "On my honor as a student, I pledge that I have neither given nor received aid on this assignment." The pledge must be signed, or, in the case of an electronic file, signed "[signed]."

**TOPICAL OUTLINE OF COURSE** (Outline and itinerary subject to change)

<u>DATE</u>	<u>TOPIC</u>	<u>READING DUE</u>
Depart Ensenada- January 7:		
<b>B1- January 10:</b>	Class Introduction	
<b>B2-January 12:</b>	Buying, Having, Being	Ch. 1
Hilo: January 14		
<b>B3- January 15:</b>	Decision Making and Consumer Behavior	Ch. 2
<b>B4-January 17:</b>	Cultural Influences on Consumer Decision Making	Ch. 3
Study Day: January 20		
<b>B5-January 21:</b>	Consumer and Social Well-Being	Ch. 4
<b>B6- January 23:</b>	CASE DISCUSSION	Case: Louis Vuitton in Japan
<b>B7-January 25:</b>	QUIZ #1	
Yokohama: January 26-27		
In-Transit: January 28		
Kobe: January 29-31	<b>FIELD LAB:</b> Kobe, January 29	
<b>B8- February 2:</b>	Debrief of Field Lab Experience and Reflections on Chapters 1-4	<b><i>All Field Lab Reflection papers for the Kobe Field Lab Due Today In Class</i></b>
Shanghai: February 3-4		
In-Transit: February 5-6		
Hong Kong: February 7-8		
<b>B9- February 10:</b>	CASE DISCUSSION	Case: Sony Targets Laptop Consumers in China: Segment Global or Local?

Ho Chi Minh: February 11-16

**B10- February 18:** Perception Ch. 5

Singapore: February 19-20

Study Day: February 21

**B11-February 23:** Learning and Memory Ch. 6

Rangoon: February 24-March 1

**B12-March 3:** The Self Ch. 7

**B13- March 5:** Attitudes and Persuasion Ch. 8

Cochin: March 6-11

**B14-March 13:** QUIZ #2

Study Day: March 14

**B15-March 16:** CASE DISCUSSION Case: Himalaya Herbal Toothpaste: Category and Brand Involvement in an Emerging Market

Port Louis: March 18

**B16- March 19:** Group and Situational Effects on Consumer Behavior Ch. 9

**B17-March 22:** Consumer Identity 1 Ch. 10

**B18- March 24:** Consumer Identity 2 Ch. 11

Cape Town: March 25-30

**B19-April 1:** CASE DISCUSSION Case: Danimal in South Africa: Management Innovation at the Bottom of the Pyramid

Walvis Bay: April 2-6

**B20-April 8:**

Networked Consumer  
Behavior: Word-of-Mouth,  
Social Media, and Fashion

Ch. 12

**B21- April 11:**

Presentations

*All group project papers, and  
powerpoint slides, due today  
in class for the Gift-Giving  
Analysis*

**B22-April 13:**

Presentations

**B23: April 16:**

Presentations

Casablanca: April 18-22

**B24: April 23**

Debrief of  
Notebook/Journal Project:  
Values and Advertising  
Analysis

*Notebook Journal Project  
Due Today In Class*

April 24:

Global Lens Exams and  
Study Day

April 26:

B Day Finals

April 29: Arrive in Southampton