

SEMESTER AT SEA COURSE SYLLABUS
University of Virginia, Academic Sponsor

Voyage: Fall 2015

Discipline: Commerce

SEMS 3500-104: Consumer Behavior

Division: Upper

Faculty Name: Dr. Tom Trittipo

Credit Hours: 3; Contact Hours: 38

Pre-requisites: Introductory Marketing Course

COURSE DESCRIPTION

Target markets are fragmenting as today's consumers are increasingly selective in product choice. Simultaneously, product life cycles are shortening, competition is intensifying, and the new product failure rate is growing. Understanding the consumer buying process can make the difference between success and failure in consumer marketing strategies.

This course focuses on the universal principles of Consumer Behavior - the cultural, social, individual and ethical influences on consumer buying behavior, within the overall framework of the current research and knowledge on consumer decision making. This course places particular emphasis on the conceptual foundations of consumer behavior, and how these variables impact marketing strategy decision-making; that is, practical applications of the theoretical knowledge base. Current examples in advertising, product/service planning, brand management, marketing segmentation, positioning strategy and pricing and distribution strategy will be integrated with the concepts and theories throughout the course. In addition, a number of individual, group, and video exercises will be used in the course.

Within today's business environment, Global Marketing remains a significant issue. Therefore, the global implications of consumer behavior will be continuously integrated and examined, and one topic area will be devoted to the cross-cultural issues in consumer behavior.

The class format will include lectures, class discussion, class exercises and case analyses. Active and ongoing participation by students is encouraged and expected.

LEARNING OBJECTIVES. At the end of this class you should be able to:

1. Identify individual, group, and cultural influences on consumer choices.
2. Develop ethnographic research skills by collecting and analyzing qualitative data pertaining to consumer behavior.
3. Apply concepts learned in class to analyze buyer behavior in different settings/cultures and in marketing campaigns.
4. Hone presentation and written skills.
5. Relate individual/group decision-making approaches and stages used by consumers to marketing objectives.

6. Understand the strategic roles of segmentation and customer satisfaction.
7. Appreciate consumer diversity – including differences in consumption across our ports of call.

REQUIRED TEXTBOOKS

AUTHOR: Solomon, M.R.

TITLE: Consumer Behavior: Buying, Having and Being

PUBLISHER: Pearson Education, Inc. [,publishing as Brady/ Prentice Hall/ Addison-Wesley.]

ISBN-13: 978-0-13-345089-7, **ISBN:** 0-13-345089-9

DATE/EDITION: 2014/11th Edition

REQUIRED READING MATERIALS

Harvard Business School readings and cases. These materials can be purchased online. You will have to create a login at the Harvard site, and then you can purchase and download the cases/readings.

Harvard Business Cases/Readings:

XYLYS: Exploring Consumer Perception about Premium Watches in the Indian Context (15 pgs.)

Brand in the hand: A Cross-market Investigation of Consumer Acceptance of Mobile Marketing (China-9 pgs.)

The Globe: Cracking the Next Growth Market: Africa

Danimal in South Africa: Innovation at the Bottom of the Pyramid (15 pgs.)

The Saffola Journey, (Repositioning of one of India's Leading Cooking Oils) (12 pgs.)

Himalya Herbal Toothpaste: Category & Brand Involvement in an Emerging Market (India)

Louis Vuitton in Japan (20 pgs.)

Increasing the ROI of Social Media Marketing- Hokey Pokey Ice Cream Creations-(India)-(7 pgs.)

TOPICAL OUTLINE OF COURSE

A1—September 15: Chapter 1 Buying, Having, and Being: An Introduction to Consumer Behavior

A2—September 17: Case 1

A3—September 19: Chapter 2 Decision Making and Consumer Behavior

Civitavecchia—September 21-24

Naples—September 25-26

A4—September 27: Case 2

A5—September 29: Chapter 3 Cultural Influences on Consumer Decision Making

Istanbul—September 30-October 5

A6—October 7: Case 3

Piraeus—October 8-13

A7—October 15: Chapter 4 Consumer and Social Being Case 4

A8—October 17: Exam 1 Chapters 1- 4

Barcelona—October 18-23

A9—October 25: Chapter 5 Perception

Casablanca—October 26-31

A10—November 2: Case 5

A11—November 4: Chapter 6 Learning and Memory

Study Day—November 6

A12—November 7: Case 6

A13—November 9: Chapter 7 The Self

A14—November 11: Case 7

Salvador—November 12-17 **Fieldwork**

A15—November 19: Chapter 8 Attitudes and Persuasion Case 8

A16—November 21: Exam 2 Chapters 5-8

Study Day—November 23

A17—November 24: Chapter 9 Group and Situational Effects on Consumer Behavior

A18—November 26: Case 9

Port of Spain—November 27-28

A19—November 30: Chapter 10 Consumer Behavior Identity I

Study Day—December 2

A20—December 3: Case 10

A21—December 5: Chapter 11 Consumer Identity II

Puntarenas—December 6-11

A22—December 13: Chapter 12 Networked Consumer Behavior

A23—December 15: Review

Study Day—December 17

A24—December 18; A-Day Finals

Arrive San Diego—December 21

METHODS OF EVALUATION / GRADING RUBRIC

Exams (3@ 10%) 30%

Field Lab Reflection Paper 20%

Participation & Cases 30%

International Ritual Consumption Project 10%

Country Profile/Ethnographic Project 10%

GRADING SCALE

93 - 100 = A

90 - 92.99 = A-

87 - 89.99 = B+

83 - 86.99 = B

80 - 82.99 = B-

77 - 79.99 = C+

73 - 76.99 = C

70 - 72.99 = C-

67 - 69.99 = D+

63 - 66.99 = D

60 - 62.99 = D-

below 60=F

EXAMS: (30%)

Questions will be based on material covered in any aspect of class (e. g. reading assignments, class lectures, exercises and cases). The format of the final exam will be multiple-choice and/or short answer questions, and/or a case analysis. A detailed study guide will be provided. Please remember the University's Honor Code (see below) Cheating is not fair to other students and is not worth the consequences!

PARTICIPATION & CASES: (30%)

In order to earn participation points, you must be present in class and get involved. Most days there will be some combination of in-class discussion, cases and/or exercises (often in small groups) related to the book material. Hopefully the exercises will be interesting and fun and help you to better understand the concepts from the book. Articulating your opinions and ideas and sharing relevant

examples based on your experiences will enhance the learning experience for everyone and deepen your understanding of the material.

Professional behavior is expected at all times. Please be on time, try to maintain a positive attitude, and respect the opinions of your professor and other students. If you come to class prepared to contribute on a regular basis, you will receive better participation scores. I suggest you come with at least 2 topics you want to discuss from the readings. Attendance will be taken for each class; be sure you sign the sign-in sheet as it is circulated or ask for it at the end of class. If you must miss class, it is your responsibility to make arrangements with another student to find out what material, schedule changes, etc. you missed. You are expected to spend the entire period in class in order to get the most of your learning experience and to avoid disruptions to your colleagues.

There will be announced reading quizzes throughout the semester. Questions will be based on the assigned text and Harvard Business readings for that day. The format of the quizzes will be multiple-choice/short answer questions.

FIELD LAB and Reflection Paper: (20%)

After completing the 8-hour field lab experience as a class, you will then write and turn in a reflection paper detailing 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 field lab will take place on Wednesday, September 30th in Istanbul. Attendance is mandatory.

Each student will complete observation and/or ethnographic research on its customer.

The typed reflection paper should be approximately 4-6 pages, single-spaced which is about 3,200-4,800 words (10-12 point font, one-inch margins).

INTERNATIONAL RITUAL CONSUMPTION PROJECT: (10%)

This is a group project. Each group selects a culturally important rite of passage or holiday ritual (e.g., wedding, funeral, baptism, Christmas, Valentine's Day, New Year's celebration, Independence Day, national holiday, sporting competition) and describes how the event is celebrated and handled in the culture of choice. If the holiday/event is also celebrated in the U.S., then include a comparison of the two events and why the differences in consumption exist (individual, cultural, economic, etc.). Please include examples and descriptions of the behaviors you identify. Include value frameworks in your report. Groups (3 or 4 students) will also conduct experiential interviews with members of the culture to delve into the participants, roles, locations, required products/services and timing for the selected ritual. More details on this project will be given in class. The typed paper should be approximately 4-6 pages, single-spaced, about 3,200-4,800 words (10-12 point font, one-inch margins). To persuade group members to participate as opposed to social-loaf or free-ride, peer evaluations will be considered when assigning grades. In order to count, peer evaluations will need to be turned in on the day the group assignment is due!

Peer evaluations are confidential in that nobody will see the evaluations except for me. If the group consensus on the peer evaluations indicates a participant did not contribute his/her fair share, I will dock that person's grade. Presentations will be at the end of the semester and last approximately 15 minutes.

COUNTRY PROFILE AND ETHNOGRAPHIC STUDY: (10%)

Country Profile: Groups of 3 or 4 students are assigned to 2 different scheduled ports. During the class right before arriving in a port, a group will present the findings from their written report based on research on the consumer market characteristics of the country. The typed paper should be approximately 2-3 pages, single-spaced which is about 1,600-2,400 words (10-12 point font, one-inch margins).

Ethnographic Study: A second group records and interprets ethnographic observations of individuals' behaviors in a natural consumer behavior setting (e.g. market, mall, street vendors, fast-food restaurant, tourist site, recreation event (soccer, boxing, etc.)). Ethnographic research is qualitative research that explores cultural phenomena by looking at the social meanings of ordinary activities by observing people (informants) in naturally occurring settings. Analyses of these observations are interpreted utilizing themes that answer the question: "What's going on in this setting?" The results are written up and reported in the class right after leaving the port. The typed paper should be approximately 2-3 pages, single-spaced which is about 1,600-2,400 words (10-12 point font, one-inch margins). To persuade group members to participate as opposed to social-loaf or free-ride, peer evaluations will be considered when assigning grades. In order to count, peer evaluations will need to be turned in on the day the group assignment is due! If the group consensus on the peer evaluations indicates a participant did not contribute his/her fair share, I will dock that person's grade.

Then the class will compare the two presentations and discuss the similarities and differences.

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]."