

SEMESTER AT SEA COURSE SYLLABUS  
University of Virginia, Academic Sponsor

**Voyage: Spring 2016**  
**Discipline: Commerce**  
**SEMS 3500-108: Consumer Behavior**  
**Division: Upper**  
**Faculty Name: Dr. Terri Lituchy**  
**Credit Hours: 3; Contact Hours: 38**

**Pre-requisites:** Introductory Marketing Course

### **COURSE DESCRIPTION**

In this class you will learn about how such topics as: perception and sensory marketing, learning, memory, motivation, emotions, attitudes, lifestyle, personality, values, groups, and culture influence consumer behavior. The course will focus on voyage-relevant cases of consumer behavior in the countries we will visit, as well as the movement toward a global consumer culture in which billions of people are united internationally by their consumption of common branded consumer products, entertainment figures, and leisure activities. Topics such as positive country of origin (COO) effects such as Chinese silks and Japanese electronics, and negative Country of Origin effects such as African “blood diamonds” and how these can be changed. Throughout the course 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: At the end of this class you should be able to:**

1. Identify individual, group, and cultural influences on consumer choices.
2. Develop an awareness of your own behavior as consumers.
3. Develop ethnographic research skills by collecting and analyzing qualitative data pertaining to consumer behavior.
4. Apply Consumer Behavior concepts and theories learned in class to analyze buyer behavior in different settings/cultures and in marketing campaigns.
5. Hone presentation and written skills.
6. Relate individual/group decision-making approaches and stages used by consumers to marketing objectives.
7. Understand the strategic roles of segmentation and customer satisfaction.
8. Appreciate consumer diversity – including differences in consumption across our ports of call.

## **REQUIRED TEXTBOOKS**

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

AUTHOR: Jean-Claude Usunier & Julie Ann Lee  
TITLE: Marketing Across Cultures  
PUBLISHER: Pearson  
ISBN #: 978-0-273-75773-3  
DATE/EDITION: 6 Ed, 2013

## **REQUIRED CASES**

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.

Louis Vuitton in Japan

Sony Targets Laptop Consumers in China: Segment Global or Local?

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

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

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

The Globe: Cracking the Next Growth Market: Africa

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

**TOPICAL OUTLINE OF COURSE:** Subject to Change

<b>DATE</b>	<b>TOPIC</b>	<b>READING DUE</b>
Depart Ensenada- January 5:		
<b>B1- January 8:</b>	<b>Introduction; Buying, Having, Being Writing assignment</b>	<b>S Ch 1</b>
<b>B2- January 10:</b>	<b>Decision Making &amp; Consumer Behavior</b>	<b>S Ch 2</b>
<b>B3- January 13:</b>	<b>Cultural Influences</b>	<b>S Ch 3, U&amp;L Ch 1-2</b>
Honolulu: January 12		
<b>B4- January 15:</b>	<b>Culture continued</b>	<b>U&amp;L Ch 3-4</b>
<b>B5- January 18:</b>	<b>Consumer &amp; Social Well-Being Advertisement Exercise</b>	<b>S Ch 4 Punnett Exercise 10</b>
Study Day: January 19		
<b>B6- January 21:</b>	<b>Case Discussion</b>	<b>Louis Vuitton in Japan</b>
<b>B7- January 23:</b>	<b>Exam #1</b>	<b>Group 1 -Japan</b>
Yokohama: January 24-25 In-Transit: January 26 Kobe: January 27-28		
<b>B8- January 30:</b>	<b>Case Discussion</b>	<b>Group 2- Japan Sony in China; Brand in the hand Group 3-China</b>
Shanghai: January 31-February 1 In-Transit: February 2-3 Hong Kong: 4-5		
<b>B9- February 7:</b>	<b>Cross-Cultural Consumer Behavior</b>	<b>Group 4- China U&amp;L Ch 5 Group 1- Vietnam</b>
Ho Chi Minh: February 8-12		
<b>B10- February 14:</b>	<b>Perception, Learning &amp; Memory</b>	<b>S Ch 5-6 Group 2 –Vietnam</b>
Study Day: February 15		

<b>B11-February 17:</b>	<b>The Self, Attitudes &amp; Persuasion</b>	<b>S Ch 7-8 Group 3-Mynmar</b>
Yangon: February 18-21		
<b>B12- February 24:</b>	<b>Exam # 2</b>	<b>Group 4- Myanmar</b>
<b>B13- February 26:</b>	<b>Case Discussion</b>	<b>Himalaya Toothpaste; XYLYS Group 1- India</b>
Cochin: February 27-March 3		
<b>B14- March 5:</b>	<b>Case Discussion</b>	<b>The Saffola Journey; Hokey Pokey Group 2- India</b>
Study Day: March 6		
<b>B15- March 8:</b>	<b>Group and Situational Effects</b>	<b>S Ch 9 Group 3 -Mauritius</b>
Port Louis: March 9		
<b>B16- March 11:</b>	<b>Consumer Identity</b>	<b>S Ch 10-11 Group 4 - Mauritius</b>
Study Day: March 12		
<b>B17- March 14:</b>	<b>Case Discussion</b>	<b>Group 5-South Africa Danimal in South Africa; The Globe</b>
Cape Town: March 15-20		
<b>B18- March 22:</b>	<b>Book discussion</b>	<b>Africa Rising; A Good African Story; One Billion Customer Group 6 – South Africa</b>
<b>B19- March 24:</b>	<b>Networks, Social Media, Etc. Globalization and Market Research Blunders exercise</b>	<b>S Ch 12 U&amp;L Ch 6-7 Punnett Exercise 11</b>
<b>B20- March 25:</b>	<b>Presentations</b>	<b>X-culture Projects</b>

Takoradi: March 27-28

Tema: March 29-31

**Field Lab**

**B21- April 2:**

**Debrief and Presentations**

**Group Projects  
Reflection Paper**

**B22- April 4:**

**Presentations**

**Group Projects  
Notebook/Journal Project**

**B23- April 6:**

**Presentations  
Advertising Exercise  
Conclusion and Review**

**Group Projects  
Punnett Exercise 12**

Casablanca: April 7-11

Study Day: April 12

**B24- B Day Finals, April 14**

**Final Exam**

April 16: Disembarkation Day

### **FIELD WORK**

Experiential course work on Semester at Sea is comprised of the required field lab led by your instructor and additional field assignments that span multiple ports.

**FIELD LAB** (At least 20 percent of the contact hours for each course, to be led by the instructor.)

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

The field lab for this course takes place on: Thursday, 31 March (Day 3 Lab) in Accra, Ghana

“Where do locals shop and for what?”

For this field lab, students will visit local markets to see where and how locals shop. We will also visit “Global Mamas”, a community group whose mission is creating prosperity for African women and their families by creating and selling unique, handcrafted products (<http://www.globalmamas.org>).

In the afternoon, students will meet with university faculty and students from Central University Business School to further learn about consumer behavior in Africa. The Academic objectives are to: 1. Gain an understanding of local consumer behavior; 2. See where and how locals shop, ie: Examine local Consumer Behavior; and, 3. Examine local advertising, promotion, and advertising first hand.

**Field Lab Reflection Paper** – This assignment is connected to the field lab. 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 4-6 pages, single-spaced or about 3200-4800 words (12 point font, one inch margins). The reflection paper is due in class on April 2.

## **FIELD ASSIGNMENTS**

**Notebook/Journal Project - Values and Advertising Analysis** – Keep a journal of your observations of the products and 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 2-3 pages, single-spaced or about 1600-2400 words (12 point font, one inch margins). These are due to be handed in (and we will discuss these in class) on April 4, so you won't be able to use Morocco in your analysis.

### **Group Project (Chose between A and B)**

**A: Gift-Giving Analysis** – Students will form teams of 4 students. Across two countries, examine gift-giving behavior. Do so by interviewing both retailers (2) and consumers (2). 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 4-6 pages, single-spaced or about 3200-4800 words (12 point font, one inch margins). Groups will make a presentation of their analysis in class.

**B: International Ritual Consumption Project:** Students will form groups of 4 students and select 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 culture/value frameworks such as Rokeach and Hofstede in your report. The groups will also conduct interviews with (2) members of the culture to delve into the participants, roles, locations, required products/services and timing for the selected ritual. The typed paper should be 4-6

pages, single-spaced, about 3,200- 4,800 words (12 point font, one-inch margins).

All groups will hand in their written projects (and a copy of their presentations), on the first day of presentations. 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 last approximately 15 minutes.

**Country Profile And Ethnographic Study:** Groups of 4 students are assigned to different scheduled ports.

**Country Profile:** 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 2-3 pages, single-spaced or about 1,600-2,400 words (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 2-3 pages, single-spaced or about 1,600-2,400 words (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.

**X-Culture Project** Your team represents a consulting company that specializes in international marketing and consumer behavior. You will be working with students from other countries in a global virtual team. Your task is to conduct a market opportunity analysis and entry plan for an international organization. The team is free to choose any company or organization as their client as long as the project focuses on one of the countries on our itinerary. This can be a well-known multinational corporation or a smaller local company. You don't have to contact the organization or inform the organization about your project, unless, of course, you want to. Your team must collaboratively produce and submit *one* marketing proposal. The paper should be 15-20 double-spaced pages, 12 pt., 1-inch margins. Details of the assignment will be presented in class.

## **METHODS OF EVALUATION / GRADING RUBRIC**

Exams (3@ 10%)	30%
Field Lab & Reflection Paper	20%
Group Project A or B	10%
Country Profile/Ethnographic Project	10%
X-culture Project	20%
Participation, Discussions, Etc.	10%

## **RESERVE BOOKS AND FILMS FOR THE LIBRARY**

AUTHOR: Vijay Mahajan  
TITLE: Africa Rising  
PUBLISHER: Pearson  
ISBN #: 978-0-13-276356-1  
DATE/EDITION: 5 Ed, 2011

AUTHOR: James McGregor  
TITLE: One Billion Customers: Lessons from the Front Lines of Doing Business in China  
PUBLISHER: Free Press  
ISBN #:  
DATE/EDITION: October 19, 2005

AUTHOR: Andrew Rygasira  
TITLE: A Good African Story  
PUBLISHER: Random House  
ISBN #: 978-1-847-92207-6  
DATE/EDITION: 2013

AUTHOR: David A Ricks  
TITLE: Blunders in International Business  
PUBLISHER: Wiley-Blackwell  
ISBN #: 978-1405134927  
DATE/EDITION: 4 edition (March 6, 2006)

AUTHOR: Michael D White  
TITLE: International Marketing Blunders: Marketing Mistakes Made By Companies That Should Have Known Better  
PUBLISHER: Atlantic Publishers & Distributors Pvt Ltd  
ISBN #: 978-8126912513

DATE/EDITION: December 1, 2009

AUTHOR: Marieke de Mooij

TITLE: Consumer Behavior and Culture: Consequences for Global Marketing and Advertising

PUBLISHER: SAGE Publications

ISBN #: 978-1412979900

DATE/EDITION: Second Edition (September 29, 2010)

### **ELECTRONIC COURSE MATERIALS**

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

### **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]."