THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
The Bryan School of Business and Economics
Department of Business Administration

**MBA 641.01: CONSUMER BEHAVIOR**
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Fall Semester 2006

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**COURSE OBJECTIVES:** To provide students with an understanding of the processes that individuals and groups use to select, use, and dispose of the products and services that they consume.

**CATALOG DESCRIPTION:** Understanding consumer markets and how to design more efficient marketing plans. Concepts and theory from psychology, sociology, anthropology, and economics.


**COURSE REQUIREMENTS:** MBA 641 is presented through readings, lecture, videotape, case discussion, and individual and group case exercises. Each class will begin with a short quiz on material from the previous class and reading material from the text. I will drop your lowest quiz grade. Classes will involve case discussions and discussions of video clips. The second half of the seventh class will consist of an integrative exam.

**PERFORMANCE EVALUATION:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Final Test</td>
<td>20%</td>
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<tr>
<td>Group Case Analyses</td>
<td>20%</td>
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<tr>
<td>Quizzes</td>
<td>30%</td>
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<tr>
<td>Individual Cases</td>
<td>20%</td>
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<tr>
<td>Class participation</td>
<td>10%</td>
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Warning: A disastrous final test can result in a grade LESS than your average.

**SUGGESTED METHOD TO WORK THROUGH COURSE MATERIALS:**

Read the chapters and underline and make notes. Write out the answers to each of the quiz questions on the schedule. Put this aside. Next day study your answers. Study your answers before the class. You should have 100% for this portion of your grade. These answers should constitute MOST of your materials to review for the exam. Though the reading assignments are fairly substantial, the rest of the workload is not so great.
CASES: Group cases will be done in class. No outside preparation is necessary for them. However, you will want to use your book and your notes when preparing the case. Your group is responsible for a coherent and legible write-up of your solution. Members of the group receive the same grade. It is important that you be an active participant in the process that leads to a group answer.

Individual cases will be turned in at the class indicated on the syllabus. An explanation of what is sought in the case write-up will be discussed in the previous class.

THE SCHEDULE

CLASS #1: Introduction, Research, Segmentation  
8/14/06  
Reading Assignment: Schiffman and Kanuk chapters 1, 2, 3  
Quiz Questions:  
1. Define customer value and customer satisfaction.  
2. Distinguish between positivism and interpretivism.  
3. Distinguish between primary and secondary data  
4. Distinguish between experiments and observational research.  
5. Distinguish between validity and reliability.  
6. Contrast the relative advantages of focus groups as opposed to depth interviews.  
7. Distinguish between probability and nonprobability samples.

CLASS #2: Motivation and Personality  
8/21/06  
Reading Assignment: Schiffman and Kanuk chapters 4 & 5  
Quiz Questions:  
1. Distinguish between needs and goals.  
2. Briefly explain the role of defense mechanisms in consumer motivation.  
3. Explain how the motivational research approach differs from the standard questionnaire approach to measuring motivation.  
4. Distinguish fixated consumption behavior from compulsive consumption behavior.  
5. Explain what is meant by brand personification.
6. Explain the concept of multiple selves.
7. Explain the concept of virtual self.

CLASS #3:  Perception and Learning
8/28/06  Second half of class there will be a group case to complete and turn in. First take home case is due.
Reading Assignment: Schiffman and Kanuk chapters 6 & 7
Quiz Questions:
   1. Differentiate the absolute threshold from the differential threshold.
   2. Explain what is meant by subliminal perception.
   3. Discriminate between tensile price claims and objective price claims
   4. Distinguish between instrumental conditioning and cognitive learning theory.
   5. Explain the Elaboration Likelihood Model and measures of involvement
   6. Discriminate between recognition measures and recall measures.
   7. Explain the difference between attitudinal and behavioral measures of brand loyalty.
   8. Explain briefly what is meant by the term brand equity.

CLASS #4:  Attitudes & Communication
9/09/06  N. B. This is a Saturday class - - makeup for Labor Day
Reading Assignment: Schiffman and Kanuk chapters 8 & 9
Quiz Questions:
   1. Distinguish between the Theory of reasoned action and the Theory of Trying to Consume Model.
   2. Explain how the elaboration likelihood model can be used to explain attitude change.
   3. Distinguish between cognitive dissonance theory and attribution theory.
   4. Explain why source credibility is important in how a message is received.
   5. Explain what is meant by the sleeper effect.
6. Explain what is meant by advertising resonance.
7. Explain the difference between positive message framing and negative message framing.

CLASS #5: Reference Groups and Social Class  
9/11/06
Reading Assignment: Schiffman and Kanuk chapter 10, 11
Second group case assignment. Second take-home case is due.
Quiz Questions:
1. Explain what reference groups have to do with conspicuousness of the product.
2. What are the marketing benefits of celebrity appeals.
3. How does consumer socialization of children affect their purchasing behavior.
4. Name the five stages of the family life cycle.
5. Explain the difference between subjective and objective measures of social class.
6. Differentiate between the Index of Status Characteristics and Socioeconomic Status Score.

CLASS #6: Culture and subculture  
9/18/06
Reading Assignment: Schiffman and Kanuk chapters 12 & 13
Quiz Questions:
1. Distinguish between terminal and instrumental values.
2. Name and explain at least three American core values.
3. Explain what a participant observer is.
4. Distinguish between myth and ritual.
5. Explain why subculture is important to advertisers.
6. Explain how consumer behavior may be affected by religious affiliation.
7. Distinguish between Gen X and Gen Y consumers.
CLASS #7: 1st HALF Influence and decision making
9/25/06  2nd HALF: Test
Reading Assignment: Solomon chapters 15, 16