

MKT 3402 CONSUMER BEHAVIOR COURSE OUTLINE
Department of Marketing, NUS Business School

Dr. Xiuping Li

Office: Biz 1, 08-12

Email: xiuping@nus.edu.sg

COURSE OBJECTIVES

This course is designed to:

- (1) Enrich your knowledge of the psychological foundations of consumer behavior.
- (2) Know how to use the knowledge of consumer behavior to solve marketing problems.

No Text Book

EXPECTATIONS

- Class Preparation: You are expected to read the required reading before our class meeting.
- Punctuality and Deadlines: I expect you to be on time for classes. I understand that due to unforeseen circumstances, you may be occasionally late. However, being habitually late is an easy way of losing goodwill (i.e., not performing well on class participation).

GRADING SCHEME

Quiz	35%
Class Participation	20%
Group Project	30%
Individual Assignment	15%

QUIZ

The quiz will consist of objective questions such as multiple choice and subjective questions such as short case analyses.

Make-up: make-ups for the quiz will only be granted to those who can provide a medical certificate. Please do not try to negotiate for a make-up due to the following reasons or the alike: (1) you are extremely busy with other exams; (2) you have an important deadline to meet.

Quiz Date: Friday, April 1, 2016 (in class)

GROUP PROJECT

For the group project, you need to come up with a new business idea and acquire consumer insights for your own business idea by conducting consumer research. Detailed information about the project will be released in the 4th week.

Individual Assignment

You will be asked to apply the knowledge learnt in this class to analyze a business problem.

You need to submit a written report with the limit of 2 pages (font size 10 or larger, double spaced). The topic will be released in Week 6 and you need to submit it before your Week 8 class.

CLASS PARTICIPATION

Class participation will be graded on the following aspects:

Individual Component (15%)

1. **The quality (more important) and quantity** of your contribution in class. Desired class participation includes providing insightful comments, answering questions asked in class, building others' opinions, or asking clarification questions.
2. **It is essential** for you to complete all homework assignments (e.g., reading case materials for discussion, assigned articles) to make high quality contribution.

Group Component (5%)

3. There are some activities to be done as a team in class. Please sit with your project group members after you have found a group for these group discussions. Group participation points will only be given to the members who are present for those activities.
-

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

CLASS SCHEDULE

Week	Topics
<u>Week 1</u>	Consumer Behavior: An Overview
<u>Week 2</u>	Introduction to Research Methods
<u>Week 3</u>	Consumer Needs and Motivation
<u>Week 4</u>	Consumer Memory and Retrieval_1
<u>Week 5</u>	Consumer Memory and Retrieval_2
<u>Week 6</u>	Attitude, Persuasion, and Influence _1
<u>Week 7</u>	Attitude, Persuasion, and Influence _2
<u>Week 8</u>	Judgment and Decision Making_1
<u>Week 9</u>	Judgment and Decision Making_2
<u>Week 10</u>	Good Friday (No Class)
<u>Week 11</u>	Summary and Quiz
<u>Week 12</u>	Group Presentation_1
<u>Week 13</u>	Group Presentation_2