

Consumer Behavior and Product Design (MGMT 4460/6962)

Summer 2014 (May 20 – June 27, 2014)

Tuesday & Thursday 6:00-9:20 p.m.

Room: Pittsburgh Bldg., 4114

Instructor: Michael J. Kalsher, Ph.D., 301-F Carnegie Bldg., 276-8267,
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Office Hours: Tuesday & Thursday, 5:00 – 6:00 p.m. (and by appointment)

Required Text: Consumer Behavior: Buying, Having, and Being
Michael R. Solomon, c2013
ISBN: 0136110924 (Required)
Supplemental Readings as assigned.

Course Description:

We will systematically examine the psychological and sociological theories related to consumer decision-making. Among the separate topics covered in the course are motivation, memory, cognition, attitude formation and change, persuasion, learning, and value systems of cultures and subcultures, all interrelated with the formation of marketing strategies.

Course Objectives: The objectives of this course are to develop an understanding of key concepts and factors that shape consumers' decision-making and buying decisions (inclusive of reactions to product design). In addition to knowledge about the concepts and factors that underlie consumer behavior and effective product design, the ability to formulate new or situation specific "understandings" and apply these to managerial decision contexts is also developed.

Course Format:

The course includes lectures, class discussions, readings, exercises, and activities that will help students gain a deeper understanding of the consumer behavior concepts that we will be covering throughout the semester. Additional readings may be assigned to individuals or groups periodically throughout the semester, to facilitate understanding and comprehension.

Course Schedule:

A course schedule is included at the end of this syllabus.

Course Components and Grading:

Grading:

Class Participation	40 points
Exams (2 @ 50 points each)	100 points
Written Assignments & Presentations (4 @ 15 points each)	<u>60 points</u>
TOTAL	200 points

Final Grades will be assigned as follows:

A	93.1% and above
A-	90.0 – 93%
B+	86.8 – 89.9%
B	83.4 – 86.7%
B-	80.0 – 83.3%
C+	76.8 – 79.9%
C	73.4 – 76.7%
C-	70.0 – 73.3%
D+	66.8 – 69.9%
D	63.4 – 66.7%
D-	60.0 – 63.3%
F	Below 60%

Class Participation (20% of course grade)

I expect students to be prepared for class, attend each class, and successfully complete all assignments, and quizzes. If you miss a class, you are responsible for completing any missed class work and obtaining any lecture/discussion notes for the class. Class participation consists of, but is not limited to, involvement in class discussions, asking intelligent and relevant questions, sharing viewpoints and experiences, respectfully challenging statements made by the professor or fellow classmates, having a good attitude, and being courteous and civil.

Exams (50% of course grade)

Two in-class exams will be given on dates indicated in the schedule. Everything discussed in class is fair game for the exams, including lecture material, textbook, case/exercise discussions, handouts, and guest speakers. Exams will be comprised of multiple choice, short-answer, fill-in-the-blank, and short-answer items. PLEASE NOTE: Make-up exams will ONLY be given if you notify the instructor in advance and obtain documentation from the Dean of Students office.

Assignments: (30% of course grade)

Grading will be based on quality, content, and timeliness, so carefully edit and proofread of your work before turning them in on time. An exceptional assignment cogently and concisely integrates issues and knowledge from relevant course materials into a thoughtful and well-developed analysis. Assignment will be graded according to the following criteria: *Coherence, Critical Analysis, Creativity, Competence, Timeliness*. We will discuss the components of each of these criteria during class.

Academic Integrity: Student relationships are built on mutual respect and trust. Students must be able to trust that their teachers have made responsible decisions about the structure and content of the course and that they are conscientiously making their best effort to help students learn. Teachers must be able to trust that students do their work conscientiously and honestly making their best effort to learn. Acts that violate this mutual respect and trust undermine the educational process. They counteract our very reason for being here at Rensselaer and will not be tolerated. Any student who engages in

any form of academic dishonesty will receive an *F* in this course and will be reported to the Dean of Students for further disciplinary action. The Rensselaer Handbook defines various forms of Academic Dishonesty and procedures for responding to them. All of these forms are violations of trust between students and teachers. Please familiarize yourself with this portion of the handbook.

	Day	DATE	TOPIC	CHAPTERS & ASSIGNMENTS
Consumers in the marketplace	Tues	May 20	Introduction to Consumer Behavior	Chapter 1
Consumers as Individuals	Thurs	May 22	Sensation & Perception	Chapter 2
	Tues	May 27	Learning & Memory	Chapter 3
	Thurs	May 29	Motivation and Value	Assignment #1 Chapter 4
	Tues	June 3	The Self; Personality & Psychographics	Chapter 5 & 6
Consumers as Decision Makers	Thurs	June 5	Attitudes & Persuasion	Assignment #2 Chapter 7
	Tues	June 10	Decision Making; Organizational & Household Decision Making	Exam #1; Chapters 8 & 10
	Thurs	June 12	Buying & Disposing	Chapter 9
Consumers & Subcultures	Tues	June 17	Groups & Social Media	Chapter 11
	Thurs	June 19	Social Class and Lifestyles	Chapter 12; Assignment #3
	Tues	June 24	Culture and Subculture	Chapters 13 & 14
	Thurs	June 26		Assignment #4 Exam #2