



## Korea University International Summer Campus (KU ISC) 2024

*Embark on a unique summer*

June 26, 2024 ~ August 1, 2024

### ISC319 – Consumer Behavior

#### I . Instructor

Professor	:	Woody G. Kim, Ph.D.
E-mail	:	woogon@yahoo.com
Home Institution	:	Florida State University
Class Time	:	Monday to Thursday P1 9:00 a.m.-10:40 a.m.
Class Format	:	Online only
Office Hours	:	12:30 p.m.-1:30 p.m., Monday to Thursday

#### II. Textbook

Required Textbook	:	Solomon, M. R. (2012). <i>Consumer Behavior: Buying, Having, and Being</i> (9th Edition), New York: Prentice Hall. ISBN: 0132671840
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#### III. Course Description and Objectives

##### Course Description

We are all consumers. We buy groceries, computers, and cars. We purchase services ranging from bank accounts to college educations. However, consumers are different from one another. Consumers buy different clothes, drive different cars, and eat different food. Moreover, even the same consumer can make different decisions depending on the situation. The most complex aspect of marketing is understanding the mind and heart of the consumer. So how are we to construct coherent marketing strategies? In this class, we will try to learn how and why consumers behave the way they do and explore our intuitions about our own behaviors. We will also learn about theories developed in marketing, psychology, anthropology, economics, and other behavioral sciences. And we will learn how to use these theories to predict how consumers will respond to different marketing activities.

##### Course Objectives

By the end of the semester, students should be able to do the following:

- Demonstrate current knowledge of theory and practice in consumer behavior.
- Apply consumer behavior concepts to marketing problems that are likely to involve consumer consumption and identity implications.
- Analyze consumer decision making in a variety of situations and be able to develop a simple decision model for a specific product/brand/situation.
- Gain an understanding of several facets of consumer behaviors so that it can be applied to improving marketing strategies.

- Learn analytic tools (e.g., observation, identity measurement and segmentation, and laboratory experimentation) that can be used to investigate consumer behavior and guide managerial decision making.
- Complete two assignments which demonstrate your working knowledge and analytical skills in assessing the consumer behavior process.
- Have an increased self-consciousness of the forces at work, both internally and externally, whenever a purchase is made.

#### IV. Grading

Attendance and Class Participation	:	100 points (12%)
Exam 1	:	150 points (19%)
Exam 2	:	150 points (19%)
Exam 3	:	150 points (19%)
Assignments		80 points (50+30 points) (10%)
Written Case	:	120 points (40 points each: 3x40 points) (15%)
Discussion Board		50 points (30+20 points) (6%)
<b>Total</b>	:	<b>800 points (100%)</b>

Your course average is computed by dividing your total points earned (from exams, written case reports, oral presentation and class participation) by the total points available. Your letter grade is determined based on the course average score and in accordance with the following Korea University Grading Scale:

- A+ = 95-100%;
- A = 90-94.99%;
- B+ = 85-89.99%;
- B = 80-84.99%;
- C+ = 75-79.99%;
- C = 70-74.99%;
- D+ = 65-69.99%;
- D = 60-64.99%;
- F = 0-59.99%

#### V. Tentative Course Schedule

Date	Topics	Assignments/Cases
June 26 (Wed)	Orientation Day	
June 27 (Thu)	Course Introduction: Why study consumer behavior?	First Day Introduction at Discussion Board Due
June 28 (Fri)	Ch 1. Consumers Rule	
July 1 (Mon)	Ch 2. Perception	Case 1: The Brave New World of Subway Advertising
July 2 (Tue)	Ch 3. Learning and Memory	
July 3 (Wed)	Ch 3. Learning and Memory	Case 2: Do Avatars Dream About Virtual Sheep?
July 4 (Thu)	Ch 4. Motivation and Values	Case 4: Campaigning for More than Beauty
July 5 (Fri)	Ch 5. The Self	Case 5: Riding the Plus-Size Wave

July 8 (Mon)	Exam 1 Review	Mock test due
July 9 (Tue)	Ch 6. Personality & Lifestyles	Case 6: Has The Death Of The Watch Been Greatly Exaggerated? Apple Gets Into The Game. 1st class participation log due
July 10 (Wed)	<b>Exam 1</b>	
July 11 (Thu)	Ch 7. Attitudes & Persuasive Communications	Case 7: Michael Phelps: Endorsement Deals Go Up in Smoke!
July 15 (Mon)	Ch 8. Individual Decision Making	<b>Assignment 1 due</b> Case 8: Domino's Dilemma
July 16 (Tue)	Ch 9. Buying and Disposing	Case 9: Giving and Receiving on Freecycle.org
July 17 (Wed)	Ch 10. Groups/Exam 2 Review	Case 10: Parrot Heads Unite
July 18 (Thu)	<b>Exam 2</b>	
July 22 (Mon)	Ch 11. Organizational and Household Decision Making	Case 11: Children—The Final Frontier . . . for Cell Phones
July 23 (Tue)	Ch 12. Income and Social Class	Case 12: Affording Junk Food <b>Discussion Board</b> Initial Post by July 25 Two Response Posts by July 27
July 24 (Wed)	Ch 13. Ethnic, Racial, and Religious Subculture	<b>Assignment 2 due</b> Case 13: I'm a PC!
July 25 (Thu)	Ch 15. Cultural Influences on Consumer Behavior	
July 29 (Mon)	Ch 16. Global Consumer Culture/Exam 3 Review	Case 15: Slumdog: Fad or Fashion? 2nd class participation log due
July 30 (Tue)	<b>Exam 3</b>	
July 31 (Wed)	Grade Consultation	
Aug 1 (Thu)	Commencement	

### **Assignments**

Assignments are designed to enhance the attainment of the course objectives. Students are to demonstrate what they have learned from the readings and class discussions. Due dates for the written assignments are indicated below. All assignments should be submitted in class to the professor on their due dates.

- **Individual Assignment 1 (50 points): Review of Periodical Article.** You should find, read, summarize, and critically analyze a periodical article on some aspect of consumer behavior. This assignment encourages you to be familiar with either the academic/scholarly consumer behavior literature or the practical/applied/trade (real world) consumer behavior literature since it is important for you to know where to find current information. Plus, with this assignment, you can develop your written communication skills and your ability to think and write critically and clearly.

Commercial/business magazines or newspapers containing substantive in-depth articles (several pages) on consumer behavior include:

*Barron's*

*Business Horizons*

*Business Week*

*Industry Week*

*Marketing and Media Decisions*

*Nation's Business*

*Business Month*  
*Forbes*  
*Fortune*

*Psychology Today*  
*The Wall Street Journal*  
*USA Today*

You should look for a relatively substantive, in-depth article; for example, a feature article in *Fortune* or *Business Week*, a front-page story in column 1 or 4 on page 1 of the *Wall Street Journal*, or a cover story from *USA Today*.

### **FORMAT**

- Required length of the assignment is two pages maximum
- 12-point font size text
- Include a title page with the name of the article, the name of the periodical in which you found that article, the date of publication, and your name.
- Please attach a photocopy of your article to your paper. Cite any sources of information consulted in addition to the article itself.

### **DIRECTIONS**

- 1) **Find** a recent (last 2 years) article that interests you.
- 2) **Read** the article and take notes on its major points and ideas. The purpose of note taking is to help you identify, organize, and recall important information, ideas, and details. This means that you must be able to recognize, in context, dates, names, and places; important or unusual details; key words and phrases; definitions; and examples.
- 3) **Summarize** the article based on the following directions:

1. **What is the author's message?**

- \* Major theme (in one sentence, if possible).
- \* Purpose of the message/author's motives for writing.
- \* The major issues raised or questions addressed.
- \* Does the author identify and clearly explain key concepts or ideas we need to understand in order to understand the writer's line of reasoning?
- \* Conclusions drawn by the author: Do they logically follow from the evidence and assumptions? Do you agree or disagree with the author's conclusions?
- \* What other conclusions, if any, could be drawn from the same information?
- \* What are the implications and consequences that follow from the author's conclusions? How were these reached?

2. **What is the significance of this article for marketing management?**

- \* Is the topic timely and important? For whom?
- \* What consequences are likely to follow if people take the author's line of reasoning seriously?
- \* Usefulness of the author's ideas, findings (facts discovered), conclusions (inferences from the findings), and recommendations (actions suggested from the conclusions). For example, what are the major implications for target marketing and decisions for public policy or for consumer decision making? Or, are there any take-aways for consumers to use? (These can be both ideas stated as well as unstated by the author.)
- \* Does the article contribute to our knowledge of consumer behavior?
- \* Did the author neglect anything important? What other information might be important to know before making any judgment on the value and importance of this article?

- **Individual Assignment 2 (30 points): Your VALS Categorization.** The purpose of this assignment is for you to develop a deep understanding about VALS, which segments adults into eight distinct types, or mindsets, using a specific set of psychological traits and key demographics that drive consumer behavior.

#### FORMAT

- Required length of the assignment is one page
- 12-point font size text

#### DIRECTIONS

Please go to the following VALS website link:

<http://www.strategicbusinessinsights.com/vals/presurvey.shtml>

You will find a questionnaire there—complete the survey.

Below are the questions you will need to answer:

- 1) What VALS type are you?
- 2) How do you feel about these results?
- 3) Is this the type you expected to be based on the descriptions provided on the VALS2 home page? Why or why not? If not, what type would you have guessed you were?
- 4) What products do you use that you think would be typical of this VALS type?

#### Discussion Board: 1 Main (Initial) Post and 2 Responses (50 points)

Interaction on the discussion board is a required part of this class. As with any course, the more the class participates in the discussion, the more interesting and valuable the course will become. Since our primary means of group discussion is the class discussion board, this area will become a critical portion of the course. Contribution in these online discussions is mandatory for you and all of your classmates.

The Discussion Board component of your final grade will consist of the evaluation of your discussion board participation. You should actively participate in each discussion board forum. For the weeks that require discussion board post, you will be required to make an initial post to initiate a discussion by **Tuesday** at 11:59 PM. These posts will initially be private and only revealed to the rest of the class after all class members have posted. Once the initial posts are public, by Thursday at 11:59 pm, you will be required to make two additional posts in response to your classmates' posts. **To receive full credit, you must have at least one main (initial) post of at least 150 words and at least one response post of 75 words. Failure to meet the word requirement will result in penalty points.** Each main post is worth 30 points, and each response post is worth 10 points per discussion board.

You are free to post relevant information from trade press, academic journals, or industry web sites. Class participants have the right to express their opinions during class discussion in our discussion forums. You are expected to be respectful of differences in opinions and points of view. Personal attacks are not permitted. You can criticize ideas but not individuals.

Your posts will be graded on: 1) clarity of thought and organization of ideas, 2) the quality of your comments and critical thinking, 3) demonstration of knowledge gained from the material, 4) usefulness in responding to others' posts, 5) spelling and grammar, and 6) timeliness.

	<b>Good</b>	<b>Needs Some Improvements</b>	<b>Needs Big Improvements/Late submission</b>	<b>Incomplete</b>
<b>Main Post</b>	30 Points  Responds to assigned discussion questions, reflects critical thinking, and questions are completely answered with considerable detail.	20 Points  Responds to assigned discussion questions, reflects critical thinking, and questions are partially answered.	10 Points  Does not meet word requirement or student did not submit the post by the given deadline.	0 Points  No response to assigned discussion questions
<b>Response Post</b>	10 Points  Substantial and detailed response is made to another student's posting.	7 Points  Brief or off topic response is made to another student's posting.	5 Points  Does not meet word requirement or student did not submit the post by the given deadline.	0 Points  No response made to another student's posting

Late Assignments will not be tolerated unless there is a valid excuse with proper documentation submitted by you. Technical issues are not a valid excuse for missing an assignment, so please do not wait until the last minute to submit your work. Please note that there will be no partial credits if you miss your submission deadline on DB postings. However, all late work (e.g., mini-simulation and chapter quiz) may be allowed, but an automatic 50% penalty will be applied.

### **Attendance and Class Participation**

Students are expected to attend class regularly and to arrive promptly. I will check class attendance randomly, and it will be reflected in your attendance score. Missing classes will certainly have a negative impact on your exam scores. You will lose 7 points for each absence. Korea University's academic regulations state that a class attendance rate of at least 70% is required for a student to earn a passing grade. You are expected to participate in various class discussions and respond to any questions or issues raised in class to earn your class participation points. Attendance and class participation will count for 13% of your final grade, or 100 points, and your participation points will depend on the frequency and quality of your participation. I also measure class participation based on the following criteria: paying attention during lectures; respectful listening when I or your peers are speaking; your ability to fully engage in your learning without texting, checking your phone or email, or participating in other digital distractions; your ability to stay awake, etc. If you are unable to meet the above criteria, I will take away participation points throughout the semester. You must introduce yourself to the class in a Discussion Board posting during the first day of the semester (by 11:59 p.m.). After you complete your first day introduction post, you must post short informal hello message responses to at least two of your fellow classmates. Click on the link "Discussion Board - First Day Introduction," and then click on "Create Thread." Include any of the following information you feel comfortable sharing:

- Education history
- Current work and/or work history

- Why you chose to enroll in KU summer campus
- Hobbies
- Family
- Anything else you'd like to share about yourself

### **Written Case Assignments**

Cases are carefully written to highlight different aspects of consumer behavior and their implications for marketing strategies. You will be given a *set of questions for each case that you can use as a signpost*. However, you need not restrict yourself to these questions or issues. You can raise additional issues that you consider relevant and important. As you are probably aware, all cases are about some events that happened in the past (obviously, since they are already published). One temptation in analyzing the case and deciding on a managerial course of action is to do what the firm subsequently did in real life. This, however, may not necessarily be the correct approach since the firm's may have not made the best decision. Also, other factors subsequent to the case would have impacted the actual decision made by management. Although cases are historical, they are very valuable in giving us an opportunity to see how basic consumer behavior principles can be applied to marketing strategies even if specific circumstances vary.

Each student can select 3 cases out of the 14 cases discussed in this course. Only 3 written case assignments may be done; no extra credit will be given for doing extra assignments.

### **Exams**

I will give three exams during the semester and they will consist of multiple-choice questions. Each exam will have a total of 50 questions. All exams will be non-cumulative and closed book/notes. Test materials for exams will come from the textbook, lectures, discussions, video clips, case presentations, and other topics discussed in class. Test dates are listed on the tentative course schedule at the end of this syllabus.

Respondus LockDown Browser will proctor your exams this semester. LockDown is an online proctoring program that allows you to take your exam from the comfort of your home. LockDown is available 24/7, and all that is needed is a computer, a working webcam/microphone, your ID, and a stable internet connection. **It's very important to check your system compatibility and Internet connection speed in advance as described in the guide.**

When you are ready to complete your assessment, log into Blackboard, go to your course, and click on your exam. Respondus Monitor starts with a sequence of instructions and verification checks. You will take a picture of yourself, show your ID, and complete a scan of your room. LockDown will be recording your exam session through your webcam, microphone, and recording your screen. LockDown also has an integrity algorithm that can detect search-engine use, so please do not attempt to search for answers, even if it's on a secondary device.

This is a CLOSED note exam. Using your e-book or textbook is NOT ALLOWED. You may use two sheets of scratch paper. You must use "calculator" button on the top right of your testing page. You must remain in front of your computer for the duration of the exam. NO BATHROOM BREAKS. Cell phones, tablets, laptops, smart watches, and any other electronic devices are NOT PERMITTED. Failing to follow these instructions could result in a violation.