

Course Syllabus

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Course Information

Course Title: MBA 755: Consumer Behavior

Credit Hours: 1.5

Course Term: Summer 2023

Delivery Mode: Online

Course Dates: July 10, 2023–August 27, 2023

If you are considering dropping this course, having a conversation with your academic advisor is a good place to start. You should also let the instructor know what your plans are. Click the following links, based on your home campus, to learn more about dropping this course: [Consortium/UW-Eau Claire](#) 

[\(https://help.wisconsinonlinemba.org/article/60-adding-dropping-classes\)](https://help.wisconsinonlinemba.org/article/60-adding-dropping-classes) | [UW Oshkosh](#) 

[\(https://uwosh.edu/registrar/students/add-drop-calendar/\)](https://uwosh.edu/registrar/students/add-drop-calendar/) | [UW-Parkside](#) 

[\(https://www.uwp.edu/live/offices/registrarsoffice/adddrop.cfm\)](https://www.uwp.edu/live/offices/registrarsoffice/adddrop.cfm)

Instructor Information

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Course Description

Although everyone is a consumer, we all make different purchasing decisions. In fact, depending upon the situation, your own decision for the same type of purchase may be different at times. So how do we make sense of consumer decision making when there are so many variables to consider? More specifically, how are we, as managers, to create a sound marketing plan given consumer diversity and the multitude of factors that influence decision making?

In this class, our focus is to understand how and why consumers behave as they do. Since we are all consumers, we will explore our own attitudes, motivations and purchase behavior in the hopes of deriving insight. We also have an opportunity to learn and apply consumer behavior theories to a variety of business perspectives (B2C and B2B; product, service and experience decisions). The Project in Pieces assignments you to apply the course concepts to a focal business or organization and its target customers. In these assignments, you will focus your efforts to take a deep dive into the minds, hearts, and activities of your chosen organization's consumers, their path to purchasing or buyer journey as well as the marketing activities and external environment factors that influence their decisions. Weekly group discussion activities are also assigned to enable you to apply the assigned Unit's concepts to yourself, your chosen focal organization, or another context depending on the assignment. The small group discussion activities also enable you to learn from each other and share your knowledge and expertise.

Course Objectives

- Apply consumer behavior theories to a marketing decision-making context.
- Utilize factors that influence consumers to improve market strategy.
- Employ research methods used to evaluate consumer behavior to understand, anticipate, and impact consumer decision making.
- Develop appropriate strategies and tactics informed by economic forces to effectively market the organizations' products and services to consumers.

Required Course Materials

Textbook

Title: Marketing to Mindstates: The Practical Guide to Applying Behavior Design to Research and Marketing (2018)

Authors: Leach.

ISBN: 978-1544512402

Title: Invisible Influence: The Hidden Forces that Shape Behavior (2017)

Authors: Berger.

ISBN: 978-1476759739

Please note that this ISBN may differ from what appears on the UWEC bookstore website. If ordering from a source other than the UWEC bookstore, be sure to use the ISBN provided here to ensure you get the correct text.

[Click here to learn more about ordering textbooks](#) 

https://www.wisconsinonlinemba.org/order_textbooks.phtml). Contact mba@uwec.edu

<mailto:mba@uwec.edu> with any textbook-related concerns.

Harvard Business School Publishing Course Pack

A course pack with 4 articles is required for the course. The coursepack can be purchased directly from Harvard Business School Publishing using our [MBA 755: Consumer Behavior coursepack link](https://hbsp.harvard.edu/import/1064908)  (<https://hbsp.harvard.edu/import/1064908>). You will need to create an account to purchase the materials. The total cost of the course pack is \$17.

All materials in this coursepack are required for the course, but are marked as optional so that you can pick where to purchase materials in the event that you would like to acquire the readings elsewhere. If you have an HBR subscription, you would only need to purchase the articles that aren't included in that subscription. Please note that purchases outside of the coursepack may vary in availability, accessibility, and printing limits.

The titles of the articles included in the course pack and the Units in which they are assigned are listed below:

Unit 3 – Gathering Customer Insights

Harrell, Eben (2019, January), “Neuromarketing: What You Need to Know,” *Harvard Business Review*. Product #: R1907A-PDF-ENG (8 pages)

Unit 4 – Consumer Attitude and Brand Strategies

Keller, Kevin Lane (2000, January), “Brand Report Card,” *Harvard Business Review*. Product #: R00104-PDF-ENG. (12 pages)

Unit 5 – Automaticity and its Role in Consumer Decisions

Edelman, David C. and Marc Singer (2015, November). “Competing on Customer Journeys,” *Harvard Business Review*. Product #: R1511E-PDF-ENG (11 pages)

Unit 6 – Influencing the Consumer’s Path to Purchase

Holt, Douglas B. (2016, March). “Branding in the Age of Social Media,” *Harvard Business Review*. Product #: R1603b-PDF-ENG. (11 pages)

Additional Readings

Articles, blogs, and videos from a variety of sources may be used in conjunction with the required readings. Each Unit’s Overview page includes a list of required readings. Optional readings are often available within the learning materials too for students who wish to study the topic in more detail.

Technology Requirements

Access to a computer and high-speed Internet connection that is capable of accessing Canvas is a requirement of this course.

Please review the minimum technology requirements and recommendations in the **Online Course Resources** link in the left-hand Course Navigation menu. To set yourself up for success, pay special attention to the sections on *Your Responsibilities*, *Strategies for Success*, *Tech Tips*, and *Tech Support*.

Course Topical Outline

This course is organized into the following units:

- Unit 1: Introduction to Consumer Behavior
- Unit 2: Audience Segments
- Unit 3: Gathering Customer Insights
- Unit 4: Consumer Attitude and Brand Strategies
- Unit 5: Automaticity and its Role in Consumer Decisions
- Unit 6: Influencing the Consumer's Path to Purchase
- Unit 7: Consumer Behavior and the Economy

Assignments & Activities

Assignments & Activities

Discussion Assignments (150 Points)

Class participation is considered invaluable to the success of this class. You will be interacting with each other in small group discussion assignments throughout the course. These discussions keep students engaged and facilitate the exchange of knowledge. The purpose is to add value to the discussions rather than repeat what others have said. Making connections, differentiating opinion from facts, supporting ideas with added resources, and providing real life examples are specific ways to assure successful interaction. Please read the Discussion Rubric & Expectations page for more information.

You are expected to engage in group discussions a minimum of 2 times per week. Students are expected to complete an original, initial posting addressing the assigned tasks before Wednesday, 11:59 p.m. A required response post and replies to other students who commented on your initial post are due by Sunday, 11:59 p.m. Your contributions and interaction in each Unit's discussion are worth a total of 20 points each week.

Project in Pieces Assignments (100 Points)

The "Project in Pieces" assignments comprise a major portion of your grade in the course (100/250 points). Over the 7 weeks of the course, you will complete five assignments related to the course content. You will identify the context for these assignments such as your current organization, a non-profit (NPO) or for-profit organization you support, or a business you'd like to pursue. The assignments are designed to provide an opportunity to apply the course concepts to your chosen firm and audience segment or target market of your choosing. The project is to be completed individually and an overview of the assignments is provided below as well as detailed within the corresponding units.

This portion of your grade will allow you some flexibility to choose your focal company/organization and target customer segment. Each Unit's assignment enables you to apply consumer behavior concepts to your chosen organization and customer segment. Review the Project assignments and begin thinking about your project focus. You can choose to explore and analyze:

- An existing audience segment for the company where you work;
- A new audience segment for the company where you work;
- An audience focus for a new start-up business (perhaps you dream of starting your own business or are already on the path of converting your hobby/interest into a business);
- An audience focus for any business, non-profit organization (NPO), or other organization of your choosing.

[View the Project in Pieces Overview \(https://uws.instructure.com/courses/583164/pages/project-in-pieces-overview\)](https://uws.instructure.com/courses/583164/pages/project-in-pieces-overview)

Grading/Feedback

Course Components	Points Available
Discussion Participation & Contribution	150 points
Project in Pieces	100 points
	250 points total

Grading Scale

Percentage	Consortium/UW-Parkside	UW-Oshkosh
93-100%	A	A
90-92.9%	A-	A-
87-89.9%	B+	B+
83-86.9%	B	B
80-82.9%	B-	B-
77-79.9%	C+	C+

73-76.9%	C	C
70-72.9%	C-	C
67-69.9%	D+	F
63-66.9%	D	F
60-62.9%	D-	F
0-59.9%	F	F

[See also the MBA Consortium Grading policies](https://www.uwidocs.org/grades/) [\(https://www.uwidocs.org/grades/\)](https://www.uwidocs.org/grades/)

Consortium's Excused Absence Policy

An absence will be considered excused or authorized according to the following institutional policies:

- The student's home campus policy on excused absences will apply.
 - [UW Oshkosh](https://www.uwosh.edu/registrar/policies/attendance-policy) [↗\(https://www.uwosh.edu/registrar/policies/attendance-policy\)](https://www.uwosh.edu/registrar/policies/attendance-policy)
 - [UW-Parkside](https://www.uwp.edu/learn/academiccatalog/2019-2021/upload/201921-ACADEMIC-CATALOG-082619.pdf) [↗\(https://www.uwp.edu/learn/academiccatalog/2019-2021/upload/201921-ACADEMIC-CATALOG-082619.pdf\)](https://www.uwp.edu/learn/academiccatalog/2019-2021/upload/201921-ACADEMIC-CATALOG-082619.pdf) (see page 31)
- UW MBA Consortium students will follow the [UW-Eau Claire Authorized Absence Policy](https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences). [↗\(https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences\)](https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences)

If your absence falls into the excused absence category, please contact me as soon as possible. I may request that you provide documentation, and I may need time to make alternative assessments available to you.

Late Work Policy

Individual assignments may be turned in up to three days past the deadline with a 10% deduction per day. Please note that Canvas is automatically set to detect late submissions. Due to the interactive nature of discussions, late discussion posts will receive a zero.

What You Can Expect from Me

I will do my utmost to respond to emails or [Ask the Class/Raise Your Hand](https://uws.instructure.com/courses/583164/discussion_topics/4436253) [discussion posts](https://uws.instructure.com/courses/583164/discussion_topics/4436253) within 24 hours

during the Monday through Friday work week. I will be checking the course periodically on weekends, but I can't guarantee a response. I will try to provide assignment feedback within 7 business days after the submission deadline.

Please note that while I am sympathetic to the fact that most—if not all—of you are working professionals, and many of you prefer to work on assignments during the weekend, the Consortium administrators may not be able to reply to queries on assignments over the weekend.

What I Expect from You

Log in at least once every day and check the Announcements for any updates. Do your readings and be prepared so that you can contribute fully in group work and discussions. Make your first discussion post(s) early so that there can, in fact, be a discussion.

Please contact me if you are having difficulty understanding any of the material or if you are having difficulty accessing it. I want you to succeed in this course and I can help you do so.

Important Information for Getting Started

In the Course Information module of this class, under Online Course Resources you will find the following links to important policies and information:

- **Technical Support**
Contact information hours in case you need technical support.
- **Getting Started with Canvas**
A brief video introduction to Canvas and a list of links to help on various Canvas topics.
- **Student Responsibilities in an Online Class**
Tips for working in the online environment to ensure that your assignments and quizzes are submitted.
- **Library Guide**
How to access course reserve or e-reserve readings.
- **Netiquette**
Reminders on clear, respectful, and professional communication in the online environment.

Academic Conduct

To foster a productive learning environment, all students are required to accept and adhere to the Student Code of Conduct agreement in order to participate in this course.

Academic Integrity Policy

Integrity is an important component of students' academic experience. The academic evaluation a student receives for a course becomes a permanent University student record and it is critical such

records be accurate and consistent. In addition, the integrity students learn and exhibit at the University will be the model for the professional integrity they practice when they complete their academic work. The University believes unquestionable character and integrity are essential for successful careers. Whatever role you may play in an organization, be it publicly or privately owned, you will occupy a position of trust. High ethical standards, therefore, are not only necessary but are fundamentally part of all the University represents when it grants a degree.

All class materials are the intellectual property of the instructor and may not be shared outside of this course (e.g., to commercial "study sites") without my permission.

Unless I specify otherwise, all work that you turn in to me should be an individual effort. The sentence structure, wording, and content for your assignments and discussions must be your original work. Academically dishonest behaviors include (but may not be limited to) the following:

- Intentionally or unintentionally presenting someone else's ideas or words as your own, either as a direct quote or paraphrased or summarized material, without the proper citation. All quotes and direct references must include citations. Remember to use APA format for citations. See the [OWL website from Purdue](https://owl.purdue.edu/)  (<https://owl.purdue.edu/>) for APA citation guidelines.
- Submitting work that is identical to or so similar to that of another's in its wording, sentence structure, and content that it cannot be considered original.
- Plagiarizing yourself by submitting work for evaluation in this course that was previously graded or otherwise evaluated in another course. You can cite your previous work. If you want to use your previous work, contact me first.
- Making up data or citations.
- Consulting resources to complete a graded course assessment other than those allowed in the assessment directions. If you are unsure what is considered as an authorized resource, consult with your instructor.
- Helping someone else engage in academically dishonest behavior, including posting course materials online.
- Violating copyright laws. In some cases, citing a source is not sufficient; you also have to obtain permission from the original source for the materials you use. Likewise, if you use any materials from this course outside this course, you may need permission to use them (e.g., in your company's training manuals, publications, or style guides).

Any investigation into any form of academic misconduct will result in a report to the dean of students and in student academic disciplinary sanctions as established by the UW System Board of Regents ([UWS Chapter 14](https://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf)  (https://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf)). Disciplinary procedures from the student's home campus dictate the disciplinary action against students who engage in academic misconduct.

Accommodation for Students with Disabilities

In order to ensure that all of our students have equitable access to our online course materials, we strive to meet the guidelines set by Section 508 of the Rehabilitation Act, which requires the public to provide reasonable accommodations to individuals with disabilities when posting web-based materials. Canvas is [compliant with W3C's Web Accessibility Initiative](https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas) [↗](https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas) (<https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas>) and with [Section 508](https://www.section508.gov/) [↗](https://www.section508.gov/) (<https://www.section508.gov/>) guidelines. Additionally, Canvas was certified as a [substantially conformant LMS](https://webaim.org/services/certification/canvas) [↗](https://webaim.org/services/certification/canvas) (<https://webaim.org/services/certification/canvas>) by WebAIM, a third party authority in web accessibility. If you find that course materials are not posted in a format that meets your needs, or you need testing accommodations, please contact Online Course Support at [BIZHelp@uwec.edu](mailto:bizhelp@uwec.edu) (<mailto:bizhelp@uwec.edu>) and we will work with you to find a reasonable accommodation.

Course Summary:

Date	Details	Due
Mon Jul 10, 2023	 Complete the Code of Conduct https://uws.instructure.com/calendar?event_id=1454742&include_contexts=course_583164	12am
	 Introduce Yourself to the Class https://uws.instructure.com/courses/583164/assignments/6217103	due by 11:59pm
Wed Jul 12, 2023	 Unit 1 Discussion: Analyzing Purchase Behavior and Decision Processes https://uws.instructure.com/courses/583164/assignments/6081609	due by 11:59pm
Sun Jul 16, 2023	 Week 1 Follow-up discussion posts due https://uws.instructure.com/calendar?event_id=1454737&include_contexts=course_583164	11:59pm
	 Discussion Unit 1 Response	to do: 11:59pm
Mon Jul 17, 2023	 Unit 1 Review Project, Narrow Audience Focus https://uws.instructure.com/courses/583164/assignments/6081619	due by 11:59pm
Wed Jul 19, 2023	 Unit 2 Discussion: Market Segmentation https://uws.instructure.com/courses/583164/assignments/6081608	due by 11:59pm
Sun Jul 23, 2023	 Week 2 Follow-up discussion posts due	11:59pm

Date	Details	Due
	 (https://uws.instructure.com/calendar?event_id=1454739&include_contexts=course_583164) 	
	 Discussion Unit 2 Response	to do: 11:59pm
Wed Jul 26, 2023	 Unit 3 Discussion: Sources of Customer Insights (https://uws.instructure.com/courses/583164/assignments/6081612) 	due by 11:59pm
Sun Jul 30, 2023	 Week 3 Follow-up discussion posts due (https://uws.instructure.com/calendar?event_id=1454735&include_contexts=course_583164) 	11:59pm
	 Discussion Unit 3 Response	to do: 11:59pm
Mon Jul 31, 2023	 Unit 2 Project Assignment: Audience Characteristics & Buyer Persona (https://uws.instructure.com/courses/583164/assignments/6081620) 	due by 11:59pm
Wed Aug 2, 2023	 Unit 4 Discussion: Attitudes (https://uws.instructure.com/courses/583164/assignments/6081614) 	due by 11:59pm
Fri Aug 4, 2023	 Midterm Course Evaluation	to do: 11:59pm
Sat Aug 5, 2023	 Unit 2 Project Assignment: Audience Characteristics & Buyer Persona (https://uws.instructure.com/courses/583164/assignments/6081620) (1 student)	due by 11:59pm
Sun Aug 6, 2023	 Week 4 Follow-up discussion posts due (https://uws.instructure.com/calendar?event_id=1454740&include_contexts=course_583164) 	11:59pm
	 Discussion Unit 4 Response	to do: 11:59pm
Mon Aug 7, 2023	 Review the Unit 6 Assignment and Begin Task 1	to do: 11:59pm

Date	Details	Due
Wed Aug 9, 2023	 Unit 4 Project Assignment: The Multiattribute Model https://uws.instructure.com/courses/583164/assignments/6081621	due by 11:59pm
Wed Aug 9, 2023	 Unit 5 Discussion: Automatic Influences https://uws.instructure.com/courses/583164/assignments/6081610	due by 11:59pm
Sun Aug 13, 2023	 Week 5 Follow-up discussion posts due https://uws.instructure.com/calendar?event_id=1454741&include_contexts=course_583164	11:59pm
	 Discussion Unit 5 Response	to do: 11:59pm
Wed Aug 16, 2023	 Unit 6 Discussion: Matching Communications to the Buyer's Journey https://uws.instructure.com/courses/583164/assignments/6081611	due by 11:59pm
Sun Aug 20, 2023	 Week 6 Follow-up discussion posts due https://uws.instructure.com/calendar?event_id=1454738&include_contexts=course_583164	11:59pm
	 Discussion Unit 6 Response	to do: 11:59pm
Tue Aug 22, 2023	 Unit 6 Project Assignment: Mapping the Customer's Journey & Communication Matching https://uws.instructure.com/courses/583164/assignments/6081623 (1 student)	due by 11:59pm
	 Unit 6 Project Assignment: Mapping the Customer's Journey & Communication Matching https://uws.instructure.com/courses/583164/assignments/6081623	due by 11:59pm
Wed Aug 23, 2023	 Unit 7 Discussion: Economic Forces https://uws.instructure.com/courses/583164/assignments/6081613	due by 11:59pm
Thu Aug 24, 2023	 Unit 6 Project Assignment: Mapping the Customer's Journey	due by 11:59pm

Date	Details	Due
	& Communication Matching https://uws.instructure.com/courses/583164/assignments/6081623 (1 student)	
	 Unit 7 Project Assignment: Economic Forces - Impact on Business & Consumers https://uws.instructure.com/courses/583164/assignments/6081617	due by 11:59pm
Sun Aug 27, 2023	 Week 7 Follow-up discussion posts due https://uws.instructure.com/calendar?event_id=1454736&include_contexts=course_583164	11:59pm
	 Discussion Unit 7 Response	to do: 11:59pm
	 Final Course Evaluation	to do: 11:59pm
	 Final Grade https://uws.instructure.com/courses/583164/assignments/6081616	