



Lincoln University

FALL 2016

COURSE: **BA 372: CONSUMER RESEARCH** (Thursdays 12:30 – 3:15 PM)
3 units

INSTRUCTOR: Igor Himelfarb, Ph.D. ihimelfarb@lincolnua.edu
510-628-8037

OFFICE HOURS: Before and after class

TEXT: Solomon, M.R. (2015). Consumer Behavior: Buying, Having, and Being. 12th Ed.
Boston: Pearson. ISBN-10: 0134129938

CATALOG DESCRIPTION:

Analyzes the factors that influence consumer behavior and apply this knowledge to develop effective marketing strategies. Emphasis is on consumer psychology and the means by which consumer behavior can be influenced or altered. The course includes both theoretical and practical aspects: (1) explore theory and research that is relevant to understanding consumer behavior, and (2) apply these theories and findings to generate ideas for developing effective marketing techniques and strategies. *Prerequisite: BA 304*

EDUCATIONAL OBJECTIVES:

Consumer research is a big tent. Consumer researchers represent virtually every social science discipline, plus a few from the physical sciences and the arts for good measure. From this blending of disciplines comes a dynamic and complex research perspective, including viewpoints regarding appropriate research methods, and even deeply held beliefs about what are and are not appropriate issues for consumer researchers to study. Thus, this course will introduce students to variety of topics in the field of consumer research. We will start with studying consumers in the marketplace and consumers as individuals. Later in the course we will touch upon the psychological theories of learning and memory, theories of motivation, and personality. Students will be introduced to research methodologies used in consumer research. Towards the end of the course, the class will cover attitudes and persuasion, decision making, and topics in buying and disposing.

INSTRUCTIONAL METHODS:

Lecture method is used in combination with case studies and outside readings, as assigned. The emphasis will be on learning. Every student must participate in an intensive preparation and classroom activity. The emphasis will be on learning by examples and solving problems. Every student is welcome to participate in intensive classroom activities and discussions. Reading and problem solving assignments will be given throughout the course. Video materials will be presented. There may be class discussions and group presentations by students on the project assignments during class.

CLASS ATTENDANCE:

Students are expected to attend class on a regular basis. Attendance is crucial to performing well in this course, as some of the material presented may not be found in the textbook. Further, the lecture and classroom demonstrations will emphasize and expand upon important topics found in the textbook. Thus, it is vital that you take thorough notes in class.

ASSIGNMENTS:

There will be a bi-weekly homework assignment given out on Wednesday of each other week. The homework assignments will typically consist of some theoretical exercises, conducting analyses on provided data and turning in a results report (write-up) describing the findings, but may include other questions. The purpose of the assignments will be to provide a medium through which you really learn the material. Students are welcome to work with other classmates on the homework, but it is expected that each student turns in his/her own, independently written, homework. Any indication that work was directly shared will not be tolerated and will result in a non-passing grade.

Please bring a **hard copy** of your **typed and stapled** homework assignment that has your name on it to class the day it is due. **Please no e mailed assignments. No late homework will be accepted!**

There will be a number of readings (mostly journal articles) assigned periodically in addition to the reading in the textbook. There will be homework and a project.

In accordance with the university policy on cheating and plagiarism, any student who does not do his/her own write-up completely independently on any assignment will fail the assignment.

EXAMS:

There will be two exams — a midterm and a final. To assess your learning in this course, exam questions will be derived from the lecture and textbook. Topics covered in lecture will be of

major emphasis on the exam, and should be the focus of your textbook readings, though there will be some test questions found in the assigned readings but not covered in the lecture. To avoid guessing, there will be no multiple-choice questions on the exams. Exams may include conceptual or theoretical questions, and questions with applied scenarios. ***All exams are open books and open notes.***

QUIZZES:

To encourage attendance and to help students with assessment of their knowledge, there will be a set of unannounced quizzes given at the start of class. They will be based on lecture and any assigned reading. They will not be computational in nature, but rather conceptual questions intended to help students gauge how well they understand the material.

GRADING PLAN:

Percentage	Grade
90-100%	A
80-89%	B
70-79%	C
60-69%	D
below 60%	F

Weights	
Homework	20%
Quizzes and class participation	10%
Midterm	30%
Final	40%

CLASSROOM POLICY:

Please do not use personal computers, iPads or smart phones during the lecture. If you do need to text message or receive a call, please take it outside the classroom.

I am available and will do my best to help you learn and succeed. Questions and points of discussion are encouraged. I am also highly accessible for discussions if you wish to receive additional information or learn more about a certain topic or need help with data analysis. Please visit me during my office hours, or talk to me immediately after class, if you need study tips or additional help. No appointment is required for my office hours.

TENTATIVE CLASS SCHEDULE:

WEEK	CONTENT
Week 1: Jan. 19	Introduction: Buying, Having, and Being.
Week 2: Jan. 26	Research Methods in Consumer Research
Week 3: Feb. 2	Research Methods (con-ed).
Week 4: Feb. 9	Perception, Learning, Memory.
Week 5: Feb. 16	Motivation Theories.
Week 6: Feb. 23	Methods for Assessment. Decision Making.
Week 7: Mar. 2	Group Dynamics and Social Media.
Week 8: Mar. 9	Midterm
Week 9: Mar. 16	Spring break
Week 10: Mar. 23	Employee Engagement and Assessment.
Week 11: Mar. 30	Personality.
Week 12: Apr. 6	Culture and Subcultures.
Week 13: Apr. 13	Social Class and Lifestyles.
Week 14: Apr. 20	Organizational Leadership. Management.
Week 15: Apr. 27	Customer Engagement and Assessment.
Week 16: May 4	Final Exam

Note: Instructor reserves the right to modify the content of this syllabus.

GOOD LUCK!

Syllabus Reviewed: 1/14/2017