



# Lincoln University

## SPRING 2025

**COURSE:** BA 372: CONSUMER RESEARCH (Tuesdays 3:30 – 6: 15 PM PST)  
3 units (45 hours of lectures)

**LEVEL:** Mastery 2 (M2)

**INSTRUCTOR:** Igor Himelfarb, Ph.D. [ihimelfarb@lincolnuca.edu](mailto:ihimelfarb@lincolnuca.edu)

**OFFICE HOURS:** Before and after class or by email

**TEXT:** Solomon, M.R. (2015). Consumer Behavior: Buying, Having, and Being. 12<sup>th</sup> 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*

### COURSE LEARNING OUTCOMES<sup>1</sup>

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Students will develop understanding of consumers and the role of consumer research in formulating and updating organization's business strategy.	PLO 2	ILO 1b, ILO 2b, ILO 4b	Homework In-class discussions
2	Students will develop proficiency in psychological theories of learning and memory, theories of motivation, and personality	PLO 3	ILO 2b, ILO 7b	Homework In-class discussions

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

3	Students will develop knowledge in research methodologies that are required to design and implement a consumer research project.	PLO 4	ILO 4b, ILO 5b, ILO 6b	Homework In-class discussions
4	Students will be able to formulate a consumer-centered strategy build on data-driven study of the market.	PLO 5	ILO 4b, ILO 5b	Homework In-class discussions
5	Students will be mindful of ethical and moral issues related to conducting consumer research, as well as to implementing its findings.	PLO 6	ILO 3b	Homework In-class discussions

## INSTRUCTIONAL METHODS:

**This is an online class.** The instructor will lecture and hold discussions with students. Every student is welcome to participate in classroom activities. Cases and problem solving assignments will be given throughout the course. Homework will be assigned. During lectures, students will learn principles and concepts covered in the text as well as in various sources on relevant topics. There will be class discussions and group presentations by students. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

## CLASS ATTENDANCE:

Students are expected to attend class on a regular basis. This class is intense; therefore, attendance is crucial to be able to perform well in this course. 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 attend and take thorough notes in class.

## ZOOM:

<https://lincolnuca-edu.zoom.us/j/84630046633?pwd=tbfWndPBiZj131eeyVCeeofi7mlZ7O.1>

Meeting ID: 846 3004 6633

Passcode: 650062

## ASSIGNMENTS:

There will be homework assignments given out at the end of each week (5 in total). 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. Please submit an electronic

copy of your **typed** homework assignment that has your name by e mail to your instructor. **No late homework will be accepted!**

## 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. To avoid guessing, there will be no multiple-choice questions on the exam. **All exams are open books and open notes.**

## GRADING PLAN:

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

Item	%
Class Participation	10%
Homework	20%
Midterm Exam	30%
Final Exam	40%

## CLASSROOM POLICY:

**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 virtual office hours, or talk to me immediately after class, if you need study tips or additional help.

**TENTATIVE CLASS SCHEDULE:**

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

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

**GOOD LUCK!**

**Syllabus Reviewed: 1/6/2025**