

CONSUMER BEHAVIOR
MGT 107
Winter 2023

PROFESSOR: RACHEL GERSHON

Email: rgershon@ucsd.edu

Office Hours:

I have a weekly office hour on zoom (Thursday 2-3pm PT), check the Canvas Calendar for the link. If you are unavailable during this time, feel free to email me to set up a Zoom meeting! On weeks that I travel, I will move office hours to a different time.

TA: Jean Zhang

Email: wuz007@ucsd.edu

TA: Michelle Kim

Email: mik020@ucsd.edu

COURSE MATERIALS

Text: Required: *Nudge*, by Richard H. Thaler and Cass R. Sunstein, 2009 (paperback).
Nudge should be available at the campus bookstore and should also be generally available from other booksellers. The library also has several copies.

Course Readings I provide all readings besides Nudge for free on Canvas.

COURSE DESCRIPTION AND OBJECTIVES

A successful marketing strategy must be built around an understanding of consumers. Even a clever strategy runs the risk of failure if it ignores some fundamental facts about how people perceive and process information, make decisions, and form attitudes. Using lectures, examples, and discussions, this course will build upon research in psychology, marketing, and other social sciences to help you understand why consumers act as they do. As we learn how to characterize and predict consumer behavior, we will discuss implications for designing and implementing marketing strategies.

A vital component of the course will be a focus on the research process. We will not only examine what is known about consumer behavior, but we will also explore how researchers have arrived at these conclusions. This should help you better understand the topics we cover and should also leave you better prepared to critically evaluate and conduct consumer research in the future.

Specifically, completion of this course will provide you with:

- A foundation in basic consumer psychology.
- An understanding of psychological processes underlying consumer behavior
- Insight into how to investigate consumer behavior.
- Insight into the strategies that are most likely to reach, inform, and persuade consumers.
- Insight into the consumers who surround you, such as your friends, your family, and yourself.

NOTE: The class meets once per week on Mondays

Section A00 meets 9:30am – 12:20pm

Section B00 meets 1:00pm – 3:50pm

Schedule			
Date	Topic	Readings	Assignments
Week 1 Mon, Jan 9	Intro/Research Methods		
Week 2 Mon, Jan 16 (Class will be posted online)	Exposure/Attention	“What Makes Online Content Viral?” “Anywhere the eye can see...”	Survey 1
Week 3 Mon, Jan 23	Memory and Learning	“Influence of beer brand...” “Use ‘Pavlovian Conditioning’ for More Effective Marketing”	Survey 2 Group Instagram/Facebook Ad
Week 4 Mon, Jan 30	Attitude Formation and Change	Nudge Ch. 1, 2, 3 “New Coke Case”	Survey 3
Week 5 Mon, Feb 6	Decision Making and Choice	Nudge Ch. 4, & 5 “Stress sweat and other...”	Survey 4 Individual Research proposal due Feb 12 at 10pm
Week 6 Mon, Feb 13	Social Influence and Decisions: Conformity Pressures and Power	HBR: “Harnessing the Science of Persuasion” “The Rise and (Maybe) Fall...”	Survey 5
Week 7 Mon, Feb 20 (Class will be posted online)	Segmentation, Targeting, and Positioning	“Different Ads, Different Ethnicities...” Read any 2 additional chapters of Nudge	Survey 6
Week 8 Mon, Feb 27	Disposal, Green Marketing, and Corporate Social Responsibility	“Does it pay to be Good?” “We’re Entering the Age of Corporate Social Justice” “How Brands Can Follow Through on the Values They’re Selling”	Survey 7 Group Projects (paper and upload presentation) due Friday, March 3 at 10pm PST
Week 9	Group		Survey 8

Mon, March 6 (No in-person lecture)	presentations		(Presentation evaluations and Group Member evaluations)
Week 10 Mon, March 13	Wrap up and Exam prep	Study!	Group Study Guide due Friday
Final March 22, 10pm	Final will be emailed to you March 18 and can be taken at your leisure, but must be completed by this time		

ASSIGNMENTS

Exams:

You will take one final exam (25% of your final grade) which will consist of multiple-choice and a couple short answer questions. The exam will be cumulative and open book. The final exam will be taken online and **must be completed by March 22nd at 10pm**. If it is completed after that time, you will receive a 0%.

Surveys:

Throughout the course I will ask you to complete surveys online to help you to think through the material prior to participating in class, to poll you on your perspectives, and/or to generate data for classroom demonstrations. Generally, surveys are due **BY 10pm the Friday before class, unless indicated otherwise. Given the purpose of these surveys, late submissions and makeups are not possible.** These surveys are not graded; you receive credit for completing them (15% of your final grade), though if you do not fully complete it you will not receive credit. **You can miss one survey without penalty.** Thus, if you complete 7 of the 8 surveys on time you earn 100%, if you complete 6 on time you earn 87.5%, if you complete 5 on time you earn 75%, and so on.

In-Class Participation:

In-person classes are not recorded, and it is to your benefit to attend class. Not only are some topics only covered in these lectures, but I often give details on upcoming readings, assignments, due dates, etc. in class. Some classes will have participation assignments in-class which will count towards your participation grade (13%).

Individual Research Proposal:

This will use your understanding of consumer psychology and behavioral research to design research strategies to compare current advertisements. This assignment is due on Canvas Feb 12 at 10pm PST.

Group Project:

The purpose of this project is for you to apply the consumer behavior topics covered in this course to a real-world marketing problem. The assignment for each team (of ~6 students) is to prepare a paper, not to exceed **10 double-spaced pages**, in which you identify the relevance of consumer behavior to an industry or company of your choosing. You may include additional pages of tables, figures, or other supplemental materials. **This paper is due by 10pm PST on March 3rd. In addition, each group will be asked to present a 6-8 minute summary of their analysis and recommendations in class.** Together these will be worth 25% of your final grade.

Each group member will be asked to evaluate the contributions of the other members to the group project via an online survey (as part of your weekly survey). Your group members' evaluations of your contribution will determine 5% of your final grade. If you do not complete the survey yourself, you automatically receive 0 points for the Group Member Evaluation.

Experiment Participation:

2% of your grade is based on participation in two experiments offered by the Rady School Research Participant Pool. Each experiment will take up to one hour. If new to lab participation, to register for an account and to receive additional information about upcoming lab studies, visit: <http://radyclasscredit.sona-systems.com/Default.aspx?ReturnUrl=%2f> and click "New Participant? Request an account here." When you register, you will be assigned a unique ID – you will need to provide this ID each time you participate in a study. Make sure to keep track of it! If you have served as a participant before, you will need to update which classes you are registered for in order to receive credit. Log in to your account here: <http://radyclasscredit.sona-systems.com/Default.aspx?ReturnUrl=%2f> and go to the "My Profile" page. There is an option near the bottom of the page to "Change Courses." Questions about lab studies can be directed to RadyClassCredit@ucsd.edu. Studies will begin during week 2 or 3 of the quarter.

GRADING AND CLASS POLICIES

Your grade will be based upon the following criteria:

Requirement	Points	Weight	Due
Participation in Experiments	10	2%	
Class Participation	65	13%	10pm PST on the Friday before class
Surveys	75	15%	10pm PST on the Friday before class
Individual Research Proposal	75	15%	Due February 12 at 10pm PST
Group Project	125	25%	Due March 3 at 10pm PST
Group Member Evaluation	25	5%	Due March 10 at 10pm PST
Final Exam	125	25%	Due March 22

The grading itself is done by the TAs and myself using detailed criteria. If, despite our best efforts, you believe you did not receive the grade you deserved on an exam, paper, or other assignment, you should send me an email describing the perceived error **within 14 days of receiving the grade**. Then hand back the original assignment to me (if I do not already have it), and I will review the entire exam/assignment and return it to you within 7 days. **Your grade may increase, decrease, or stay the same.**

Besides the Instagram assignment winners, I do not offer extra credit.

A	93% and above
A-	90-92.99%
B+	87-89.99%
B	83-86.99%
B-	80-82.99%
C+	77-79.99%
C	73-76.99%
C-	70-72.99%
D	60-69.99%
F	59.99% and below

ACADEMIC INTEGRITY

Integrity of scholarship is essential for an academic community. As members of the Rady School, we pledge ourselves to uphold the highest ethical standards. The University expects that both faculty and students will honor

this principle and in so doing protect the validity of University intellectual work. For students, this means that all academic work will be done by the individual to whom it is assigned, without unauthorized aid of any kind.

The complete UCSD Policy on Integrity of Scholarship can be viewed at: <http://senate.ucsd.edu/Operating-Procedures/Senate-Manual/Appendices/2>

In accordance with the Rady School Honor Code, all student work must be original. Student work must also be individual in nature with the exception of explicitly designated group assignments.

STUDENTS WITH DISABILITIES

A student who has a disability or special need and requires an accommodation in order to have equal access to the classroom must register with the Office for Students with Disabilities (OSD). The OSD will determine what accommodations may be made and provide the necessary documentation to present to the faculty member.

The student must present the OSD letter of certification and OSD accommodation recommendation to the appropriate faculty member in order to initiate the request for accommodation in classes, examinations, or other academic program activities. **No accommodations can be implemented retroactively.**

Please visit the <http://disabilities.ucsd.edu/about/index.html> for further information or contact the Office for Students with Disabilities at (858) 534-4382 or osd@ucsd.edu.

TITLE IX

The Office for the Prevention of Harassment & Discrimination (OPHD) provides assistance to students, faculty, and staff regarding reports of bias, harassment, and discrimination. OPHD is the UC San Diego Title IX office. Title IX of the Education Amendments of 1972 is the federal law that prohibits sex discrimination in educational institutions that are recipients of federal funds. Rady students have the right to an educational environment that is free from harassment and discrimination.

Students have options for reporting incidents of sexual violence and sexual harassment. Sexual violence includes sexual assault, dating violence, domestic violence, and stalking. Information about reporting options may be obtained at OPHD at (858) 534-8298 <http://ophd.ucsd.edu>. Students may receive confidential assistance at CARE at the Sexual Assault Resource Center at (858) 534-5793, sarc@ucsd.edu or <http://care.ucsd.edu> or Counseling and Psychological Services (CAPS) at (858) 534-3755 or <http://caps.ucsd.edu>.

Students may feel more comfortable discussing their particular concern with a trusted employee. This may be a Rady student affairs staff member, a department Chair, a faculty member or other University official. These individuals have an obligation to report incidents of sexual violence and sexual harassment to OPHD. This does not necessarily mean that a formal complaint will be filed.

If you find yourself in an uncomfortable situation, ask for help. The Rady School of Management is committed to upholding University policies regarding nondiscrimination, sexual violence and sexual harassment.