

**NATIONAL UNIVERSITY OF SINGAPORE**  
**NUS Business School**  
**Department of Marketing**

**MKT3402/MKT3702      CONSUMER BEHAVIOR (FLIPPED CLASSROOM)**

**INSTRUCTOR:**                    ASSOC PROF DOREEN KUM  
  BIZ 1 08-18  
  Tel: 6516 7730  
  Email: bizdk@nus.edu.sg

**CLASS TIME:**                    A1: Tue 6.30PM BIZ2 05-09  
  A2: Fri 6.30PM BIZ2 05-10

**SESSION:**                        SEMESTER I, 2020/2021

**COURSE OBJECTIVES**

“Our jobs as marketers are to understand how the customer wants to buy and help them do so.” – Bryan Eisenberg

Understanding customers is a cornerstone in marketing that have contributed to the success of many brands today. This course aims to teach students the principles and process of consumer decision making. For example, topics include how consumers learn and evaluate, how they decide, and also what they are influenced by. Students will also learn consumer research skills so that they are able to gather, analyse, interpret consumer insights.

This course builds on the basic understanding acquired in a foundation marketing module. It uses a blended learning method\* that combines in-class and online resources for self-directed learning with greater flexibility and control. Cases, projects, and consumer insight exercises are used so that students can achieve a balanced understanding of the theoretical frameworks, and ability to apply them to make effective marketing strategy decisions. Students can also look forward to understanding themselves as consumers.

**EXPECTATIONS**

This course is suitable for motivated students who are willing to 1) read widely, 2) prepare for class through keeping up with assigned readings and video content, and 3) invest time for group work.

Online learning should take approximately 1 hour. In-class sessions are 2 hours per week (but could be longer during case presentation weeks). On weeks of assigned case studies, students are expected to prepare the case analysis adequately before coming to class. Each case requires approximately 3 hours (varies among individuals) of preparation time.

This course is not suitable for students who dislike group work (please see section on “peer evaluation”).

## **TEXTBOOKS**

Recommended Text: Schiffman, Leon G. and Joseph L. Wisenblit (2019), *Consumer Behavior*, 12<sup>th</sup> Edition, Pearson

Supplementary Text: Hoyer, Wayne D., Deborah J. MacInnis, and Rik Pieters (2018), *Consumer Behavior*, 7<sup>th</sup> Edition, South-Western, Cengage Learning.

Additional readings will be assigned during the semester.

## **ASSESSMENT METHODS**

1. Class Participation	20%
2. Individual Assignments	20%
3. Case Study (Group)	20%
4. Project (Group)	30%
5. Individual Case/Project Presentation	<u>10%</u>
<b>TOTAL:</b>	<b>100%</b>

(Group work components are subject to peer evaluation)

The class will be divided into groups for case analysis and project components. Group size will vary depending on the class size.

### **1. Class Participation (20%)**

Students are expected to read and prepare for the lessons and cases before coming to class. Class participation will be assessed by voluntary, active, and informed contribution to in-class exercises as well as case discussions. There will be 15 minutes after each case presentation dedicated to Q&A by the class, as an opportunity for you to critically evaluate and build on your classmates’ analysis. As such, students who are not presenting need to come prepared with their own case analyses. Attendance does not contribute towards class participation.

### **2. Individual Assignments (20%)**

Concept check questions are embedded into the online video content to assess your understanding of the material presented. Students are required to complete these questions before the lesson for that topic. There will also be pop quizzes in class.

### 3. Group Case Analysis (20%)

Each group (group size will depend on class enrolment) will be responsible for analyzing and presenting the case assigned to the class. Groups in charge are also responsible for answering queries from the rest of the class. Groups will be allowed 20 minutes each to present their analysis. 15 minutes of Q&A will follow.

As each case deals with different issues, there is no outline for the case analysis. However, a general guideline is that you should be clear in identifying the central issue(s) in the case early in the presentation, then focus on the analysis and suggestions for marketing strategies.

Grading rubrics for this case analysis are:

Completeness and accuracy in issue identification	10%
Adequacy of analysis of issues and command of the strategic concepts and analytical tools studied in the course; includes all financial calculations (where necessary), supported by relevant and comprehensive research	40%
Recommendations – level of detail, appropriateness, supported by information in case or concepts from course	40%
Slide deck – language, clarity, citations and referencing	10%

**The presentation slide deck must be submitted through Luminus by 11.59PM on Monday of the week of assigned presentation.** A **hard-copy** of the same slide deck must be **submitted at the beginning of the lesson.** No late submissions will be accepted.

The requirements of your submission are listed below:

- Cover sheet: please download from Luminus.
- Presentation slide deck: These are the slides you will present to. As there is no report, please ensure that all sources of information are properly **cited and referenced**. Please be mindful of the presentation time limit.
- Tables/Exhibits: **five slides maximum** of tables/exhibits, if necessary. The exhibits should be clear and supportive of the analysis. Slides on tables/exhibits should be referenced in the main slide deck (e.g. “5% increase in prices leads to decrease in post-tax profits by 10% (Exh. 3)”) and can be referred to during the presentation Q&A.
- Reference list

#### **4. Project (30%)**

The objective of the end-of-term project is to allow you to understand the consumer decision-making process and influences that have been covered in the course. This project allows you to integrate theories, apply research methods, and practise concepts like motivating or persuading your “target audience” (as well as your team members) first-hand.

More details will be provided in Week 3 (Week starting with 24 Aug) during the project briefing session.

The idea is to...

- conduct basic research to understand their needs, motivations, beliefs, biases, and existing attitudes from a representative sample (80-100 respondents),
- determine the objective of the necessary message to the target audience (e.g., to increase awareness, knowledge, and/or influence behavior),
- use the persuasion techniques learned in the course to propose communication messages and promotional campaigns,
- collate your findings and present to the class your recommendations to achieve your project objective.

Groups will have to submit a 1-page project proposal by **7 Sep (Mon) before 11.59pm.**

Groups will have 15 minutes each during Weeks 12 or 13 to present their projects, followed by 10 minutes of Q&A. We will draw lots to decide the presentation order. You need to hand in your slide deck to Luminus on **2 Nov (Mon) before 11.59pm.**

#### **5. Individual Case/Project Presentation (10%)**

All members are to present a portion of either the case or project work. You will be evaluated on how clearly you present as well as how well you can address questions.

#### **PEER EVALUATION**

You may submit your evaluation of the contribution of your group members using the form provided on Luminus for the two group assignment components. An average score will be calculated for each group member. As such, poor contribution to group work will affect your grade adversely. For example, if your average peer evaluation score for the term project is 50%, and your group scores 90%, your personal score for that component is 45%. Peer evaluation is voluntary, and will be kept confidential.

## **ACADEMIC HONESTY & PLAGIARISM**

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>