

Course Outline

Course Code : MKT3702A
Course Title : Consumer Behavior
Semester : Semester 2, AY 2024/2025
Faculty : Dr Daniel He
Department : Marketing
Email : daniel.he@nus.edu.sg
URL : <https://discovery.nus.edu.sg/11575-daniel-he>
Telephone : 6516 3040
TA : Kovis Tay
TA Email : kovistay@u.nus.edu

COURSE DESCRIPTION

This module will introduce you to fundamental concepts in consumer behavior and provide you the tools and theoretical framework to apply behavioral insights effectively in your future endeavors. Students will be exposed to marketplace examples and academic research that bridge theory with practice. We will cover these topics using a mixture of case studies and lectures, and students will have the opportunity to apply what they learn through a semester long group project. By the end of the module, students will gain a solid understanding of consumer behavior and its applications to marketing and beyond.

COURSE OBJECTIVES

This course is designed to provide participants with a comprehensive coverage of frameworks, concepts, tools, and techniques to get into the minds of consumers, with an emphasis on uncovering, generating, and interpreting business-relevant consumer insights. Relevant theories and research in behavioral sciences will be discussed with the overarching goal of understanding and influencing consumer behavior.

As with any class, the knowledge that you take away from the class will be determined in large part by the degree to which you rigorously pursue an understanding of the materials covered. This includes reading the assigned materials, asking informed questions, and productively interacting with your peers in team assignments.

METHOD OF EVALUATION

Assignment	Type	Proportion of Grade
(1) Class Participation	Individual	20%
(2) Final Test	Individual	30%
(3) Group Assignments	Group	30%
(4) Final Presentation	Group	20%

(1) Class Participation

A portion of class time will be devoted to discussion and application of course concepts, which constitutes 20% of the total course grade. Class discussions are effective means of sharpening your critical thinking abilities. The discussion format provides an opportunity to argue your position and to learn from others by listening to their comments, analysis, and criticism.

Several criteria are considered when evaluating your class participation.

- Most important is the quality of the class participation. Sheer quantity is neither sufficient nor necessarily desirable.
- High quality class participation is thoughtful and includes comments that add to our understanding of a situation. It goes beyond mere repetition of case facts or simple truisms.
- High quality class participation is supported with qualitative and/or quantitative analysis based on marketing theory and concepts.
- Your comments should take into account the comments and analyses of your classmates and be relevant to the topic under discussion. Participation should move discussion forward.
- You need to be present in class in order to receive a strong class participation score.
- Tardiness is a hindrance to class discussion and a distraction. Please be on time.

(2) Final Test

The final test will cover concepts discussed throughout the entire module and is worth 30% of the module grade. The test will draw from in class materials as well as the weekly reading assignments.

(3) Group Assignments

To ground theory with practice, students will work on a group project in teams of five, where you will be tasked to identify an interesting marketing phenomenon and then design an experiment using the methods learned in class. At the end of the semester, you and your teammates will also have the opportunity to assess each other's contribution via peer review. Group assignments include 1) survey for research question (10%); 2) final presentation slides (10%); and 3) peer evaluation (10%).

(4) Final Presentation

On weeks 11 and 12, you and your team will need to present your group project in a 25 minutes final presentation. The final presentation will constitute 20% of the total module grade.

COURSE MATERIALS

Required textbook:

- N/A

Articles posted on module website

COURSE CULTURE

The purpose of the Course Culture is to promote a consistent classroom environment of mutual respect, preparation and engagement. Our expectation of you in class is to be:

Present: Your success depends on being on time and present for the entire class every session. Attendance will be part of your grade for class participation and students are expected to sit in their assigned seats.

Prepared: Bring your nameplate and complete any pre-work needed for class discussion. Expect the professor to cold call in class.

Participating: Active participation calls for no electronic devices such as laptops, tablet computers, or smartphones during class, except when the professor tells you as part of in-class work.

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’ 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 doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Schedule

Session	Topic	Subject Area	Assignment
1	Introduction to Consumer Behavior		<p>GROUP: Form groups and brainstorm research question for semester long project</p> <p><i>Reading:</i></p> <ul style="list-style-type: none"> - Zajonc (1980) Feeling and Thinking - Preferences Need No Inferences, pp. 154-160
2	Needs & Motivation I	Pre-Purchase	<p><i>Reading:</i></p> <ul style="list-style-type: none"> - Ainslie (1975) Specious Reward - A Behavioral Theory of Impulsiveness and Impulse Control, pp. 463 – 464 & pp. 470 – 476
3	Needs & Motivation II	Pre-Purchase	<p><i>Reading:</i></p> <ul style="list-style-type: none"> - New Coke HBS Case
4	Attention & Perception	Pre-Purchase	<p>GROUP: Submit research question</p>
5	Information Search Learning & Memory	Pre-Purchase	<p><i>Reading:</i></p> <ul style="list-style-type: none"> - Cialdini (2001) Harnessing the Science of Persuasion
6	Attitude & Persuasion	Pre-Purchase & Purchase	<p><i>Reading:</i></p> <ul style="list-style-type: none"> - Tversky and Kahneman (1974) Judgment under Uncertainty - Heuristics and Biases
<i>RECESS WEEK</i>			
7	Choices & Decisions I	Purchase & Environment	<p><i>Reading:</i></p> <ul style="list-style-type: none"> - Thaler (2008) Mental Accounting and Consumer Choice
8	Choices & Decisions II	Post-Purchase & Environment	<p><i>Reading:</i></p> <ul style="list-style-type: none"> - Tversky and Kahneman (1981) The Framing of Decisions and the Psychology of Choice
9	Group Behaviors	Environment	

10	Advances in Consumer Behavior	Pre-Purchase	
11	Final Presentations		GROUP: Submit final presentation slides. GROUP: Present research project in class
12	Final Presentations		GROUP: Present research project in class
13	Final Test		Location TBD