

Course Outline

Course Code : MKT3702B
Course Title : Consumer Behavior
Semester : Semester 2, AY 2024/2025
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Overview

Consumer behavior involves systematically analyzing and investigating human behaviors in marketplace exchange relationships. This broad field studies how individuals and groups acquire, consume, and dispose of goods, services, ideas, and experiences. As such, it lays a foundation for developing winning marketing strategies and improving individual and collective welfare.

This course provides an integrated view of consumer behavior that draws on psychological, economic, and sociological perspectives. The lectures are divided into two sections:

- The first section of the course focuses on classic foundations of consumer behavior such as motivation and cognition.
- The second section covers special topics on consumer behavior. It aims to demonstrate how to apply classic theories to understand consumer behavior in the contemporary global marketing landscape.

Course Objectives

The course aims to help you:

- Develop an understanding of internal and external influences that impact consumer behavior.
- Learn to apply behavioral insights to analyze and improve consumer behavior and marketing strategies.
- Gain insights into conducting rigorous and relevant consumer behavior research.

Assessment

Components	Weightage
Class Participation	30%
Midterm Test	30%
Group Project	30%
Case Competition	10%

Class Participation (30%)

- You are encouraged to participate in the class through various means, such as asking questions, providing relevant real-world examples, commenting on classmates' viewpoints, and engaging in class activities.
- Participation is evaluated on the quality and quantity of your contributions during class.

Midterm Test (30%)

- You will have one in-person, closed-book midterm test on 3/3/2025 (Week 7).
- This two-hour test will include multiple-choice and open-ended questions. Additionally, there will be bonus questions.
- Your final score will be the sum of regular and bonus points.
- Sample questions will be reviewed in class on 2/17/2025 (Week 6).
- If an emergency prevents you from taking the midterm test, please email me before the test and explain your situation with relevant proof. Otherwise, missing the test will result in a score of 0.

Group Project (30%)

- You are required to work in groups of five to seven on a project, which can take one of three forms:
 - **Ad creation:** Apply course concepts to design an advertisement for a product or brand of your choice.
 - 1) Describe the product or brand.
 - 2) Analyze how the product or brand relates to your target consumers' needs, motivations, emotions, etc.
 - 3) Create an ad based on your analysis to promote the product or brand in your chosen format (e.g., print ad, TV commercial, microfilm).
 - **Case analysis:** Apply course concepts to analyze a consumer behavior-related marketing practice or phenomenon.
 - 1) Describe the marketing practice or phenomenon.
 - 2) Analyze why the practice is successful or unsuccessful or discuss the factors contributing to the phenomenon.
 - 3) Suggest strategies to enhance the practice or address the phenomenon.
 - **Research proposal:** Apply course concepts to investigate a consumer behavior-related research question.
 - 1) Identify a research question that is theoretically and/or practically relevant.
 - 2) Formulate a logical and testable hypothesis based on a literature review.
 - 3) Design at least one empirical study to test the hypothesis.
- Please adhere to the following timeline:

Time	Task	Instructions
Before class on 1/27/2025 (Week 3)	Group Formation	Please make sure to form a group by this week so that you have sufficient time to decide the direction of the group project.
Before 2/24/2025 (recess week)	Progress update	Each group should designate a representative to email me a short progress update (200 words max). Please cc all the group members in the email. For each type of group project, I have outlined three required steps. By the time you submit your progress update, you should have completed step 1) and thought about step 2).
One hour before class on 4/14/2025 (Week 13)	Presentation materials + group project report submission	Each group should designate a representative to submit presentation materials (e.g., slides, videos) and a report that conveys the gist of your group project (no more than two pages) at least one hour before class begins.
During the class session on 4/14/2025 (Week 13)	Presentation	Detailed instructions will be announced later.
	Classmate evaluation	Detailed instructions will be announced later.
	Peer evaluation	Group members will evaluate each other's contributions on a five-point scale ranging from -2 (significantly less contribution compared to others) to +2 (significantly greater contribution than others). Please be reasonable in your ratings such that the average rating of your group members should be around 0. Additional penalties will be applied if group members collectively report instances of free-riding behavior.

- The *group* score will be the sum of classmate evaluation (0-15) and my evaluation (0-15). *Your* final score for the group project will be the sum of your group score and your own peer evaluation score (from -2 to 2).

Case Competition (10%)

- On April 7, 2025 (Week 12), you will work in groups of five to seven on a case relevant to consumer behavior. You may form the same group as your group project team or a different one.
- Details will be announced later.
- If an emergency prevents you from attending this session, please email me before the class and explain your situation with relevant proof. Otherwise, missing the session will result in a score of 0.

Final Grade for the Course

- The final grade may be adjusted to comply with the school's required distribution.

General Guide & Reading

- **Laptop:** Laptops are not allowed during class unless otherwise specified.
- **Textbook:** No textbook is required.
- **Slides:** The slide deck will be provided after each class. Please realize that the slides provided to you contain only a subset of the content covered in class. Therefore, they are no substitute for attendance, careful notetaking, and active engagement.

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:

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

Policies on the Use of Artificial Intelligence

Please refer to <https://libguides.nus.edu.sg/new2nus/acadintegrity-s-lib-ctab-22144949-5> for the NUS AI policy.

I acknowledge the benefits of artificial intelligence (AI) in enhancing your learning among other aspects. However, you must ensure that your use of AI is: 1) disclosed; 2) produces accurate, valid, and appropriate content; 3) adheres to academic honesty and plagiarism guidelines; and 4) does not undermine their independent skills over time.

Schedule and Outline

Week	Section	Session	Actions to Note
1	The Classics	Introduction and Research Methods	
2		Motivation and Goal Pursuit	
3		Cognition: How We Think	<ul style="list-style-type: none"> Please make sure to form a group by this week.
4		Affect: How We Feel	
5		The Self	
6		Decision Making	<ul style="list-style-type: none"> Sample exam questions will be discussed during class.
NA	No Class (Recess week)		<ul style="list-style-type: none"> Each group should submit a progress update.
7	Midterm Test		<ul style="list-style-type: none"> Please review your group project progress feedback and discuss your group members accordingly.
8	Special Topics	Branding in the Beauty/Fashion Industry	
9		Cross-Cultural Consumer Psychology	
10		Consumer Psychology of AI and Technology	
11	No Class (Hari Raya Puasa)		
12	Case Competition		
13	Group Project Presentation		<p>Each group should submit presentation materials at least one hour before class begins.</p> <p>Peer evaluations will be conducted at the end of the class.</p>

Note: The schedule is subject to change based on the course pace.