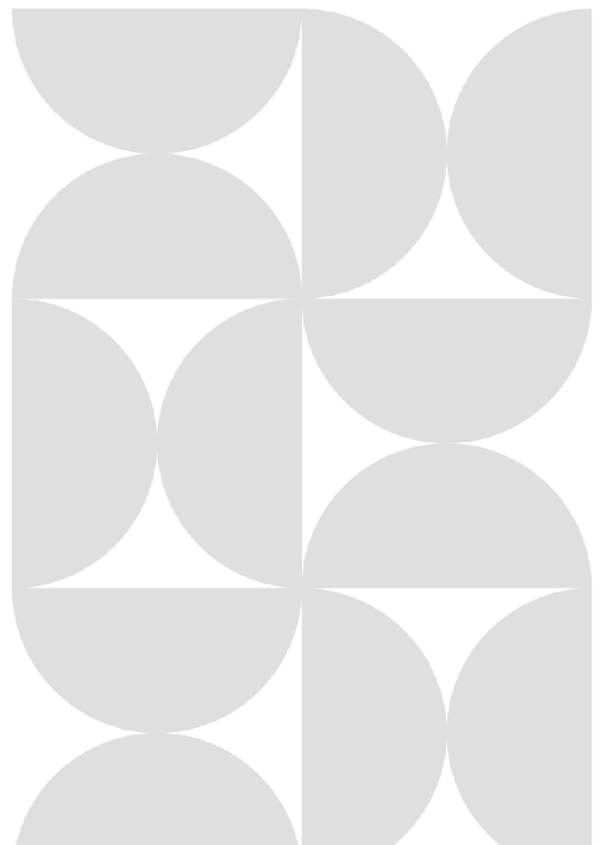


MARKETING AND CONSUMER BEHAVIOR



Marketing and Consumer Behavior

Course Description:

This course is designed to provide students with an understanding of marketing and consumer behavior principles and practices. Through lectures, case studies, and interactive exercises, students will develop the skills and knowledge necessary to conduct market research, understand consumer psychology, and manage brands effectively.

Course Goals:

- Develop a basic understanding of marketing and consumer behavior concepts, including market research, consumer psychology, and brand management.
- Understand the role of marketing and consumer behavior in a business environment, and the importance of effective marketing for organizational success.
- Analyze and interpret market research data, including consumer preferences, behaviors, and attitudes.
- Develop skills in brand management, including developing brand positioning, brand identity, and brand equity.
- Learn how to develop and implement effective marketing strategies that align with organizational goals.

Course Outline:

Week 1: Introduction to Marketing and Consumer Behavior

- The role of marketing in business
- Consumer behavior fundamentals
- Market research methodologies and techniques

Week 2: Market Research

- Identifying research objectives and questions
- Data collection techniques and instruments
- Analyzing and interpreting market research data

Week 3: Consumer Psychology

- Understanding consumer motivation and decision making
- The role of perception, attitudes, and emotions in consumer behavior
- The impact of culture, social class, and lifestyle on consumer behavior

Week 4: Brand Management

- Developing brand positioning and differentiation
- Creating brand identity and brand equity
- Brand management in a digital age

Week 5: Marketing Strategy Development and Implementation

- Developing a marketing strategy
- Implementing and measuring marketing strategies
- Marketing performance metrics and evaluation

Assessment and Evaluation:

Class participation: 20%

Quizzes and exams: 40%

Assignments and projects: 40%

Required Readings:

1. Consumer Behavior by Leon G. Schiffman and Leslie Lazar Kanuk (<https://a.co/d/fR7P9yv>)
2. Marketing Research: An Applied Orientation by Naresh K. Malhotra (<https://a.co/d/ePsuVLP>)
3. Building Strong Brands by David A. Aaker (<https://a.co/d/bXA9uRB>)
4. Influence: The Psychology of Persuasion by Robert Cialdini (<https://a.co/d/a5bwFye>)
5. The Art of Possibility by Rosamund Stone Zander and Benjamin Zander (<https://a.co/d/8CPZcnL>)
6. Contagious: How to Build Word of Mouth in the Digital Age by Jonah Berger (<https://a.co/d/hDfMOmd>)
7. Consumer Behavior and Culture: Consequences for Global Marketing and Advertising by Marieke de Mooij (<https://a.co/d/c8ga5MK>)

8. Building a StoryBrand by Donald Miller (<https://a.co/d/60D6Jce>)

Course Assignments:

1. Market Research Project - In this assignment, students will conduct a market research project for a hypothetical business. They will need to develop research objectives, design a research instrument, collect and analyze data, and develop recommendations for the business based on their findings.
2. Consumer Psychology Case Study Analysis - In this assignment, students will analyze a real-world case study of consumer psychology in a business context. They will need to identify the key challenges and opportunities facing the business, and develop recommendations for improving consumer behavior, such as developing new marketing campaigns or product features.
3. Brand Identity Development Project - In this assignment, students will develop a brand identity for a hypothetical business. They will need to develop a brand positioning statement, develop brand identity elements such as a logo and tagline, and develop a brand style guide.
4. Marketing Strategy Implementation Plan - In this assignment, students will develop and present a marketing strategy implementation plan for a hypothetical business. They will need to research the business and industry context, and identify the key challenges and opportunities facing the business. They will then need to develop a detailed marketing strategy implementation plan, including goals, objectives, and implementation steps.
5. Group Presentation on Contemporary Marketing Trends - In this assignment, students will work in groups to research and present on contemporary marketing trends. Each group will be assigned a different trend, such as social media marketing, influencer marketing, or experiential marketing. They will need to research the trend, analyze its impact on consumer behavior, and present recommendations for how businesses can incorporate the trend into their marketing strategies.

Classroom Policies:

- Attendance: Regular attendance is expected and will be taken at the beginning of each class. Students are responsible for attending all classes and arriving on time.
- Participation: Class participation is essential to the success of this course. Students are expected to contribute to class discussions and activities, ask questions, and engage with the course material.
- Late assignments: Late assignments will be penalized at the discretion of the instructor. Students are encouraged to submit assignments on time, and to communicate with the instructor in advance if an extension is needed.

- Academic integrity: Students are expected to uphold the highest standards of academic integrity. Plagiarism, cheating, and other forms of academic misconduct will not be tolerated and will be subject to disciplinary action.
- Accessibility statement: The instructor is committed to providing an inclusive and accessible learning environment for all students. Students with disabilities or who require accommodations are encouraged to speak with the instructor or contact the university's office of disability services to request accommodations.
- Accommodations: The university provides reasonable accommodations to students with disabilities in accordance with the Americans with Disabilities Act (ADA). Students who require accommodations should contact the university's office of disability services as soon as possible to request accommodations. The instructor will work with the student and the office of disability services to ensure that reasonable accommodations are provided.

Course Resources:

- Market Research Tools and Software - Many market research tools and software are available that can help businesses conduct market research, such as surveys, focus groups, and customer interviews. Some examples include SurveyMonkey, Qualtrics, and SPSS.
- Branding and Design Resources - Branding and design resources can help businesses develop effective brand identity elements, such as logos, taglines, and color schemes. Some popular branding and design resources include Canva, Adobe Creative Cloud, and 99designs.
- Marketing and Advertising Industry Associations and Groups - Joining marketing and advertising industry associations and groups can provide students with networking opportunities and exposure to the latest trends and technologies in marketing and advertising. Some popular associations and groups include the American Marketing Association (AMA) and the Advertising Research Foundation (ARF).
- Marketing and Consumer Behavior Experts and Thought Leaders - Following marketing and consumer behavior experts and thought leaders can provide students with insights and perspectives on marketing and consumer behavior best practices and trends. Some popular experts and thought leaders include Seth Godin, Philip Kotler, and Ann Handley.
- Social Media Listening and Analytics Tools - Social media listening and analytics tools can help businesses monitor and analyze consumer behavior and sentiment on social media, which can be used to inform marketing and

advertising strategies. Some popular social media listening and analytics tools include Hootsuite, Sprout Social, and Google Analytics.