New Course Document

Document Overview

Description | SB BUSB-M 550

Course Request Key Fields

1. Requesting Campus: * SB - South Bend
2. Matching Course: * No
3. School: * BUSE - School of Business & Economics
4. Subject: * BUSB - Business South Bend
5a. Course Number: * M-550
   b. Has course number been reserved with, SES-CourseCatalog@exchange.iu.edu, Student Enrollment Services? Yes
6. Credit Type: * Graduate
7. Is this a Purdue Course? No
8a. Course Title * Consumer Insights
   b. Recommended Abbreviation (30 characters including spaces): Consumer Insights

Course Catalog Attributes

9. Academic Career: * Graduate
10. Effective Term (anticipated): * Fall 2011
11. Credit Hours: * Fixed at 3
12. Contact Hours: Fixed at 3
13. Is S-F grading approval being requested? * No
14. Is variable title approval being requested? * No
15. Prerequisites/Corequisites (Information Only): D501 Management of Marketing
16. Course Description: * Understanding customers is fundamental to the success of any organization. More importantly (to students' careers), success of marketing initiatives hinge on achieving desired customer responses, which in turn lead to good financial outcomes. The purpose of this course is to provide students with a structured approach to understanding customer responses in its many forms.

Course Attributes for Scheduling

17. Equivalent Courses: F509 Buyer Behavior on South Bend campus
18a. Repeatable for Credit? * No
18b. Type of Instructional Experience

https://uisapp2.iu.edu/sisrice-prd/NewCourseDocument.do?methodTo...&docId=8371423&sisSessionId=748e069d-8f33-4e17-b377-d2af94738ee2 Page 1 of 3
19a. Type of Instructional Experience *(Select primary component)*: Lecture

b. Additional component(s) that apply: Lecture, Readings, Research

20. Instruction Mode (select all that apply): Face-To-Face

21. Instructor Name: Anurag Pant

22. Estimated Enrollment: 16

23. Estimated Enrollment Percent Expected to be Graduate Students: 100

24. Frequency of Schedule: Fall/Spring

25. Course Typically Offered: Fall, Spring and Summer Terms

26. Will this course be required for majors? * Yes

### Additional Course Information

27. Justification for New Course: * Currently we use F509 for our Buyer Behavior course. We wish to use the IU Kelley School course number M550 (with the more contemporary title of Consumer Insights). This also differentiates this course from the more generic Buyer Behavior descriptor.

28a. Does this course overlap with existing courses? * No

29. Are the necessary reading materials currently available in the appropriate library? Yes

30. Do you anticipate this course will require a special fee? (Information Only) No

### Essential Syllabus Information

#### ESI1. Course Content:
- General Introduction to Consumer Behavior and its relation to Marketing
- EXTERNAL INFLUENCES: Cross-Cultural Variations
- Values and Social Changes
- Families and Households and Subcultures
- Group Influences: Perception, Learning and Memory, Motivation, Emotion and Personality, Attitudes and Self-Concept, and Lifestyle
- DATA ANALYSIS
- SITUATIONAL INFLUENCES: CONSUMER DECISION PROCESS

#### ESI2. Representative Bibliography or Resources:
- Consumer Behavior, 10th edition by Hawkins, Mothersbaugh, and Best with DDB Needham Data Disk. Published by McGraw Hill/Irwin. Additional journal readings will be specified in class and can be obtained from library resources.

#### ESI3. Teaching and Learning Methods:
- lecture, project, exams, Simmons exercises

#### ESI4. Learning Outcome/Objectives:
- Students should be able to apply the theory to develop a detailed consumer analytical report. The course will also cover basic analyses of datasets and marketing outputs. In addition, this course will use journal articles to supplement readings from the textbook to gain deeper insights into the topic being discussed.

#### ESI5. Learning Assessment:
- multiple exams, reading critiques, project

### South Bend Campus Specific Questions

#### SB1. Does this course satisfy General
### Does this course satisfy General Education requirements? *

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### University Graduate School Specific Questions

#### UGS1a. Is this a cross-listed course? *

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#### UGS2a. Is this a joint-listed (combined section) course? *

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### Notes (0)

### Attachments (1)

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### Route Log

[show] [hide]
## Route Log

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**Type:** CARMin: New Course Document  
**Initiator:** Lee, Monie  
**Route Status:** ENROUTE  
**Node(s):** SIS.SY.CAR.Campus.CreditType.UGSCurriculiumAssistant.Review  
**Created:** 03:38 PM 04/26/2011  
**Last Modified:** 01:59 PM 05/20/2011

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### Future Action Requests

[show]
Proposed new course number & title: M550 Consumer Insights
BUSB-F 509, Fall 2010

Buyer Behavior
Instructor: Dr. Anurag Pant, Asst. Prof. of Marketing
Phone: 520 4293    Email: anurag@iusb.edu
Classes in DW1185 Every Thu from 7:00 pm to 9:40 pm
Office hours: At 203G-Administration Building, T/Th 5:30 pm to 6:30 pm and by appointment.

Course Objectives:

The purpose of this course is to make you use consumer behavior in creating efficient and effective marketing strategies. We will learn theories that explain different behaviors of a consumer and undertake the process of understanding consumers by researching about them, and designing strategies based on such research. Taking examples from a number of different segments of society, this course will highlight the importance of consumer behavior in the business world today.

At the end of this course, you should be able to apply the theory to develop a detailed consumer analytical report. The course will also cover basic analyses of datasets and marketing outputs. In addition, this course will use journal articles to supplement readings from the textbook to gain deeper insights into the topic being discussed.

Course Text:

Required:

Additional journal readings will be specified in class and can be obtained from library resources.

Recommended:
It is highly recommended that students gain access to the “market section” of the Wall Street Journal or any other marketing publication (like American Demographics) and read profiles of specific sets of consumers and the marketing strategies that are used to satisfy their needs.

Course Requirements:

1) Active participation is expected from all students, who are also encouraged to contribute relevant examples relating to their backgrounds. In view of the current trends towards the globalization of business, I encourage all students with international exposure to try to contribute to the issues raised in class by taking examples from their knowledge of other countries.
2) Assigned readings must be read before class, as class participation evaluations will be done regularly.
3) Other than the readings, the final report and presentations, there is no other homework due. Your consumer analysis report serves as your final homework assignment and hence should be done as diligently as possible.

**Grading:** Final grades will be based on the following scoring scheme:

Exams 1 and 2: (200 points each). Exams may include multiple choice and/or descriptive questions testing your ability to remember and understand definitions and concepts, and to apply them in given situations. Both exams will be OPEN BOOK tests.

Class Participation: (100 Points): Quality and regularity of attendance and participation will count towards this score. Bonus questions and attendance will be used to reward class participation. Some class assignment may be included in this score.

Summarizing a journal article (100 points): This article must be as per the guidelines below.

**Guidelines for writing the summary:**
- Choose an article from EPSCOHOST on some variable(s) affecting your Target Segment.
- This article must be unique and preapproved by me.
- It must relate to important consumer variable(s) of interest to your group project.
- You must understand the article and summarize it.
- Then you must connect this variable to important consumption behaviors of your target segment.
- Please provide a sense of how strongly the variable affects such consumption behaviors.
- Summaries are 1-page single spaced assignments.

Discussion Leader (50 points): On the days when extra readings are assigned, students may be randomly called upon to lead discussions in class. Everyone should come prepared with comments and questions and a maximum of two PowerPoint slides. The first slide should identify what are the main lessons of the article in the light of the theory associated with that article. The second slide should apply the article and chapter contents to a real-life SPECIFIC marketing example not discussed in the readings or the chapters.

Consumer Analysis Report (250 points) and presentation (100 points). Presentation is limited to a max of 30 minutes per group plus ten minutes for questions. Grading for the presentation also includes your performance as audience for the other groups’ presentations. Report should at the very least use the course material covered in class and should be a professional, original and creative work. It should also demonstrate understanding of consumer behavior concepts, deep knowledge of the niche segment
chosen, and methodical well-paced work. The report should be limited to a maximum of 25 pages excluding all appendices, tables, graphs, etc. Please use only the JMR, JCR, or APA writing styles for the report. PEER EVALUATION WILL BE USED to evaluate your performance within the group. READ THE ATTACHED “HELPFUL TIPS” FOR MORE INFORMATION.

Your total score out of the possible total of 1000 points will determine your final grade. Grades given will be A, B, C, D, W, or F using the standard +/- scaling.

**Consumer Analysis Project:**

1) Identify a small niche or sub-segment of the population by the 2nd week of class.
2) Research this niche segment thoroughly using the multiple resources available to you online from the library’s home page, local chambers of commerce, etc.
3) Suggest products that would be pertinent to this niche. Create one new product or Adapt/Modify an existing one NOT BEING SOLD to this segment currently. JUSTIFY why you think this would be a good product to market to your segment.
4) Devise strategies (4 Ps) that would be pertinent SPECIFICALLY to the marketing of this product to this niche segment. **For each such strategy, specify the consumer behavior theories that support your strategy.**
5) Identify more products/strategies that could be targeted at this segment.

**Note:**
- Refer to your notes regularly and try to apply lessons learnt to your specific project.
- Refer to Appendix B – Consumer Behavior Audit in your text for a checklist.
- Services are also products
- Broad segments are not preferred. Very narrowly defined SUB-populations are needed.
- You may use primary and secondary sources of information but try to find multiple sources of information.
- Learn to gauge the reliability of the information you are reading.

**General Instructions :**

1) Seating arrangements are necessary for attendance and class participation, both of which will be regularly recorded.

2) Missing an exam without adequate verifiable reason and/or prior notice will result in a zero for that exam. I will try my best to accommodate you in case your exam clashes with another exam during the same period. Hence please check your schedules and inform me in advance.

3) Make-up notes, from fellow students for missed classes, will be the responsibility of the student.

4) Written arguments challenging an exam question can be used for grade appeals. This must be done within two days of the exam.
5) Cell phones or other electronic devices may not be used in class at all unless explicitly approved by the instructor. Please keep them switched off during class.

6) **ACCOMMODATIONS FOR RELIGIOUS OBSERVANCES STATEMENT:** If any student will require academic accommodations for a religious observance, please provide me with a written request to consider a reasonable modification for that observance by the end of the second week of the course. Contact me after class, during my office hours, or by individual appointment to discuss the issue. If after discussion we reach no consensus, either party or both can seek the advice of the Department Chair or the Dean, and if no consensus is reached, then the advice of the Vice Chancellor of Academic Affairs ("VCAA"). Either the instructor or the student may appeal the VCAA's decision to the Office of Affirmative Action within ten business days of the determination.

7) **DISABILITIES STATEMENT:** If you have a disability and need assistance, special arrangements can be made to accommodate most needs. Contact the Director of Disabled Student Services (Administration Building, room 149, telephone number 520-4832), as soon as possible to work out the details. Once the Director has provided you with a letter attesting to your needs for modification, bring the letter to me as early in the semester as possible. For more information, please visit the web site for Office of Disabled Student Services [www.iusb.edu/~sbdss/services.shtml](http://www.iusb.edu/~sbdss/services.shtml).

8) **ACADEMIC HONESTY STATEMENT:** It is the responsibility of the student to know of the prohibited actions such as cheating, fabrication, plagiarism, academic, and personal misconduct, and thus, to avoid them. All students are held to the standards outlined in the code. Please reference the entire code for a complete listing ([www.dsa.indiana.edu/Code/](http://www.dsa.indiana.edu/Code/)). Any violation may result in serious academic penalty, ranging from receiving a warning, to failing the assignment, to failing the course, to expulsion from the University.
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HBC ➔ Hawkins, Best, and Coney textbook
Helpful Tips on Writing the Final Project Reports

**Project Reports:** Reports should use the course material covered in class at the least and should be a professional, original and creative work. It should also demonstrate understanding of marketing concepts, awareness of the product area chosen, and methodical well-paced work. The report should be limited to a maximum of 25 pages excluding annexures.

**Project Objectives:** To learn to make a basic consumer analytical report AND to learn to work in groups.

**Research Resources:** The following resources **MUST be researched at the very least** by each group. However, depending on the niche market, the specific source within these resources would change. Please make time to do this early, as later you may not get time to do adequate research. For a quick start and an overview of a Consumer Behavior report, please refer to the Annexure B (Consumer Behavior Audit) in your textbook. However, your final report is more than that. The sequence of chapters covered in class (refer syllabus) and the topics covered therein are the BEST guide for your plan format.

1) **Internet:** Use multiple web sites. Go to any association website that may govern that product. For example, go to AAA for information on travelers, Recording Industry Association of America for information on music-lovers, and so on. You may also get information from other detailed websites for a market. For example, Use WEBMD in addition to the American Medical Association for information on different types of patients. Often the government websites come in handy. Many of the federal ones like the very important US Census Bureau data can be accessed through a combined website like the firstgov.gov. State level data may similarly be accessible.

2) **Lexis-Nexis and other databases subscribed to by the libraries** are a very rich source of information. Again don’t stick to only one file under lexis to search for information. Try different files and multiple searches to come up with the most informative, relevant and comprehensive articles. For example use industry wide studies reported by the Wall street journal, not just small articles from it. Try to find out about your project in different files like current news, market reports, and patent records.

3) **Encyclopedias** with detailed information on how different segments of the US population can be approached through different media. Again use multiple books like Simmons, Nielsens, Media Market Research, etc to get the exact information you need. Also, there are a number of market and product reports with a lot of useful information that you can use either directly or indirectly.
4) Don’t forget that the library catalog here holds large number of books on many topics. In general the product and market will suggest to you what books/databases you can access for information. For example if you are marketing an educational product like continuous education you may want to look up the ERIC database. The reference desk at the libraries will save you time by helping you to zero in on the relevant databases or books. Your textbook’s website also offers some other interesting leads.

5) For other market or product ideas read the cases at the end of the textbook.

6) I am always available to help guide you in your marketing plans. However please note that the consumer analysis report is an assignment and you are responsible for adequate research into it.

Other General Instructions:

1) Please meet at least two times every week for **two hours each**. It is the **least time** you should put in to make the report.

2) Select judiciously the material you save. DO not try to save/print everything you get about a topic. Only when you get a substantial/important article should you try to save/print it. **When you do get something worthwhile, save all the pages/articles you plan to use or note down the exact source (book name, webpage address) since later this will save you time.**

3) Divide your research work by all means BUT DO NOT WRITE THE REPORT IN PARTS. **Put together the report when you are all together.** You are expected to know ALL parts of your group report regardless of your share of the work.

4) Split the workload judiciously. If a group member is not doing his/her share of work, be frank and tell them so right at the beginning. Also let me know the same as soon as possible.

5) Every group member will rank other group members twice during the course. I will accordingly negatively evaluate anyone getting less than their fair share of points, if the group members’ reasons are justified. For example, if a student has been given 0% of points by all his group members, I may give that student 0 too on the project.

6) **Exact data is hard to find.** You may use approximate data, insight or reasoning to supplement your statements. However, over the whole report, evidence of research is necessary and it is your responsibility to demonstrate this adequately.