

BUYER BEHAVIOR

Spring 2017

Instructor: Marty Meyers

Office: 408 CPS

Phone: 346-3866

TEXT:

Hoyer, W., Consumer Behavior. Seventh edition. Boston, MA: Cengage, 2017

OBJECTIVES:

This course seeks to familiarize students with information and research findings, which are useful in understanding different marketing concepts. These include selected aspects of motivation, personality, perception, learning, attitude formation and change, social class, family influences, and culture.

ATTENDANCE:

Frequent absences will have a negative impact on the semester grade. **A make-up exam will be given only if the student has the absence excused with the instructor before it is administered.** It is not sufficient to leave a voice mail or e-mail. The student must speak with the instructor. You might get a 0 on the exam if you arrive late.

Students who need to leave early should inform the instructor before the beginning of class and sit by the exit door. Walking out of class could result in 0 points for participation and attendance.

Students should not be taking Business 337 at the same time as another class.

TERM PAPER:

Each student will be required to write a term paper. The paper should be a minimum of 9 double spaced typed pages. Appropriate citing and bibliography are required. There will be a ten-point penalty for each day the paper is late. The papers should focus on one topic rather than briefly cover many topics. One should incorporate a variety of real world examples into the paper. Some suggested topics include:

1. Marketing to subcultures
 - Hispanic subculture
 - Youth subculture
 - African American subculture
 - Native American subculture
 - Asian American subculture
 - Senior subculture

2. Factors affecting retail outlet selection
3. Advertising and sex roles
4. Group influences on buyer behavior
5. Advertising aimed at children
6. Comparative advertising
7. Subliminal perception
8. Developing successful marketing campaigns in foreign cultures
9. Humor in Advertising
10. Celebrities or sports figures in advertising

20 points will consist of a presentation where you outline three things that you have learned from writing the paper. There will be 10 extra credit points to those who present on April 18 or earlier.

The proposal should be typed. It must include the topic, specific dates of the sources, and the title of the articles or websites.

METHOD OF EVALUATION:

Exams_____	400 points (100 points each)
Final _____	100 points
Attendance and participation_____	50 points
Quiz _____	15 points
Term Paper _____	120 points
Proposal_____	15 points
TOTAL	680 points

93-100 = A
 90-93 = A-
 87-90 =B+
 83-87 =B
 80-83 =B-
 77-80 =C+
 73-77 =C
 70-73 =C-
 67-70 =D+
 60-67 =D
 Below 60=F

CLASS SCHEDULE

DATE	ASSIGNMENT
Jan 24	1, 2
Jan 31	3 Quiz
Feb 7	4,5 Proposals are due.

Feb14	6 Exam 1
Feb21	7
Feb28	8
Mar 7	9, Exam 2
Mar 14	10
Mar 21	Spring Break
Mar 28	11 Exam 3
Apr 4	12
Apr 11	13
Apr 18	14 Exam 4
Apr 25	15 Term papers are due.
May 2	retail influences
May 9	retail influences

FINAL: Tuesday May 16 7:15 – 9:15

Office Hours: Monday and Wednesday 8:00 – 9:30

Student Academic Standards and Disciplinary Procedures Website:
<http://www.uwsp.edu/admin/stuaffairs/rights/rightsChap14pdf>

