



# Lincoln University

## BA 372 – Consumer Research

### COURSE SYLLABUS

Spring, 2019

- Instructor:** Prof. Arthur Ashurov, Ph.D.  
**Lecture Schedule:** Thursday, 12:30 PM – 3:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Mastery 2 (M2)  
**Office Hours:** Thursday, 11:15 AM – 12:15 PM  
E-mail: [ashurov@lincolnuca.edu](mailto:ashurov@lincolnuca.edu)  
Phone: (510) 628-8010
- Textbooks:** Consumer Behavior. Buying, Having, and Being. Michael Solomon, 2017, Pearson, 12nd Edition. ISBN-13: 978-0-13-41-2993-8; ISBN-10: 0-13-412993-8
- Last Revision:** January 5, 2019

### CATALOG DESCRIPTION

Analyzes the factors that influence consumer behavior and apply this knowledge to develop effective marketing strategies. Emphasis is on consumer psychology and the means by which consumer behavior can be influenced or altered. The course includes both theoretical and practical aspects: (1) explore theory and research that is relevant to understanding consumer behavior, and (2) apply these theories and findings to generate ideas for developing effective marketing techniques and strategies. *Prerequisite: BA 304.*

### EDUCATIONAL OBJECTIVES

The course stresses the valuable and crucial role that consumer behavior plays for businesses, culture, society, and economy. The student will acquire principles of the consumer behavior research task, and will be fully informed of the consumers' impact on marketing strategy, their rights and product satisfaction, and business ethics aspects.

1. To understand the concept of consumer behavior research process.
2. To gain knowledge of analyzing consumers' rights, attitudes, and persuasive communications.
3. To understand the role of situational effects on consumer behavior, shopping experience and social media influence.
4. To discuss the fundamentals of consumer research, analysis of income and consumer identity, ethnic, racial, and religious subcultures.

**COURSE LEARNING OUTCOMES<sup>1</sup>**

|   | <b>Course LO</b>   | <b>Program LO</b> | <b>Institutional LO</b> | <b>Assessment Activities</b>   |
|---|--|-------------------|-------------------------|--|
| 1 | Understand the dynamics relating to consumers' function and behavior. Strategic planning, marketing leadership, ethics and the law in consumer rights.   | PLO 1             | ILO 1b, ILO 2b          | Participation in the in-class discussions; case studies; quizzes; midterm/final exams. |
| 2 | Understand the ways of analyzing consumer behavior and markets, and perception.  | PLO 3             | ILO 2b, ILO 7b          | Participation in the in-class discussions; case studies; quizzes; midterm/final exams. |
| 3 | Demonstrate an ability to design and organize the consumer research process, motivating consumers and understanding the role of gender identity, income, and consumer identity.                  | PLO 4             | ILO 4b, ILO 5b, ILO 6b  | Participation in the in-class discussions; case studies; quizzes; midterm/final exams. |
| 4 | Understand how to analyze groups and social media impact on consumer behavior, setting goals and managing the cognitive, habitual, and collective decision making.                               | PLO 4             | ILO 4b, ILO 5b, ILO 6b  | Participation in the in-class discussions; case studies; quizzes; midterm/final exams. |
| 5 | Understand the role of situational effects analysis and shopping experience, postpurchase satisfaction and product disposal. Cultural systems, stories, ceremonies, and global consumer culture. | PLO 5             | ILO 4b, ILO 5b          | Participation in the in-class discussions; case studies; quizzes; midterm/final exams. |

**INSTRUCTIONAL METHODS**

*This is a direct classroom instruction course.*

The lecture method is employed extensively, but the instructor-student dialogue is a necessary aspect of the course and forms part of the final evaluation of each student.

All class members are expected to be acquainted with study materials as they are assigned.

The textbook, however, carries the main burden of presentation. Students are expected to read the textbook at a pace consistent with the schedule set forth on the last page of this syllabus.

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnu.edu) website (ctl.lincolnu.edu).

Class time will be devoted to matters, issues, and problems raised in the reading or in activities intended either to illustrate those issues and subjects, or to extend them into actual experience. Classroom discussions, therefore, essentially supplement or complement the textbook's subjects, and there is only a general connection maintained between topics covered in class and topics detailed in the textbook.

Each chapter's end provides terms, topics, vocabulary, and questions. Some of these will be assigned as homework as preparation for immediately succeeding classes. Each student is expected to have these prepared as writings in notes, to aid in class discussions. Definitions should include examples.

Supplementary to the information in the textbook and the lectures-and-dialogue of the classroom, the literature relative to business operations is to be researched by the student. Supplementary instructions, covering selected sources or readings, will be provided, to guide the student's efforts in preparing required reports.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

### ATTENDANCE

Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

### DROPPING THE CLASS

If you decide not to continue in the class, please call or go to Admissions and Records and drop yourself. You do not need to involve the instructor. **Do not assume that the instructor will drop you for not attending the class.**

### GRADING

Your grade will be determined as follows:

| Grade Structure                     | Points  |
|-------------------------------------|---------|
| Team Presentation + Team Evaluation | 70 + 30 |
| Attendance                          | 30      |
| Participation in the Class          | 70      |
| Midterm Exam                        | 100     |
| Final Exam                          | 100     |
| Total Points                        | 400     |

Grades will be earned as follows:

| Points Earned             | Letter Grade |
|---------------------------|--------------|
| 360- 400; 340-359         | A; A-        |
| 320-339; 300-319; 280-299 | B+; B; B-    |
| 260-279; 240-259; 220-239 | C+; C; C-    |
| 180-219                   | D            |
| <180                      | F            |

## TESTING

We will have two exams: midterm and final exam during the course of the semester. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are not “open book” or “open notes”.

Students for whom English is not a first language may use a dictionary during exams.

***Absolutely no makeup tests and projects are allowed.***

## OTHER COMMENTS

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come **on time**. Late arrivals disturb everyone else. Attendance will be taken in **10-15 minutes** after the beginning of each class.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks. **Students are not allowed to come and go during class session.**
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language

***The instructor reserves the right to change this syllabus.***

**COURSE SCHEDULE**

| <b>Date</b> | <b>Focus of Discussion</b>  | <b>Homework Assignment</b>   |
|-------------|---|--|
| Th: 01/17   | Orientation via Syllabus. Introduction to consumer behavior and Consumer Research Course.<br>Team Project Assignment. | Read Ch. 1<br>Team Project Assignment                              |
| Th: 01/24   | Consumer and Social Well-Being. Perception.   | Ch. 2, 3   |
| Th: 01/31   | Learning and Memory: How do we learn?   | Ch. 4<br>Case 1- reading and answering questions in writing.       |
| Th: 02/07   | Motivation and Affect.  | Ch. 5  |
| Th: 02/14   | The Self: Mind, Gender, and Body.   | Ch. 6<br>Homework – Quiz 1.<br>Answering questions in writing.     |
| Th: 02/21   | Personality, Lifestyles, and Values.<br>Midterm Exam Review.  | Ch. 7  |
| Th: 02/28   | <b>Midterm Exam (Chapters 1 – 7)</b>  |  |
| Th: 03/07   | Midterm Exam Results Review.<br>Attitudes and Persuasive Communications.<br>Decision Making.                          | Ch. 8, 9   |
| Th: 03/21   | Buying, Using, and Disposing. Groups and Social Media.  | Ch. 10, 11<br>Case 2 – reading and answering questions in writing. |
| Th: 03/28   | Income and Social Class.  | Ch. 12   |
| Th: 04/04   | Subcultures   | Ch. 13   |
| Th: 04/11   | Culture   | Ch. 14   |
| Th: 04/18   | Team Project Presentation.  |  |
| Th: 04/25   | Team Project Presentation;<br>Final Exam Review   |  |
| Th: 05/02   | <b>Final Exam</b>   |  |

***NOTE: This schedule is subject to change***