

# SYLLABUS

## Consumer Behavior & Strategy – Spring 2021

MBAD 6271-U90 Course # 25529  
Belk College of Business, UNC Charlotte

Instructor: Ms. Shery Ramezani  
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	Time	Place
Class	M 5:30 pm-8:15 pm	Online, Synchronous, Zoom
Office	By Appointment	Phone or Video Chat

### Course Description

Marketing begins and ends with consumers – from determining consumers’ wants and needs to providing consumer satisfaction. As such, a clear understanding of consumer behavior is critical in successfully managing the marketing function. The purpose of this course is to introduce you to the study of consumer behavior. Emphasis will be given to understanding the psychological basis of consumer behavior within its social context. We will explore how and why consumers (including ourselves) behave the way that they do and ways in which we, as marketers, are better able to predict and influence behavior.

### Course Objectives

1. To understand the concepts, theories, principles, and practice in consumer behavior
2. To develop your abilities to apply consumer behavior concepts to marketing problems and make appropriate marketing decisions as a marketer.
3. To become a more knowledgeable consumer, understanding how consumer behavior principles may affect your own behavior.

### Course Materials

All extraneous reading matter will be posted on Canvas on the relevant class days (under each class’s respective Module).

*Textbook:* Consumer Behavior: Buying, Having, and Being by Michael R. Solomon, 12<sup>th</sup> Edition

### Student Expectations

Besides the academic training a student should expect to gain in this course, various skills should also be acquired, including:

- ✓ Oral presentation skills - compose and deliver comprehensive and concise report;
- ✓ Working with a team;
- ✓ Report writing - compose and present systematic, professional reports.

**Course Schedule** will be posted on Canvas.

## Course Structure

A combination of synchronous online lectures, synchronous online discussions, in-class assignments, projects, reading assignments, and quizzes will be used to achieve the objectives of this course. All lectures will be done in real-time on Mondays at 5:30 pm and students are expected to have their computer cameras on during the entirety of the lecture. Use of a webcam during class time is **mandatory** in this course. Please download any necessary software to use WebEx, Zoom, and Microsoft Teams. We will likely use Microsoft teams due to the better quality but may switch to WebEx or Zoom if we need to.

## Quality of Work

Professional quality work is expected, both in terms of content and presentation.

- Spelling, grammar, punctuation, clarity of expression, and presentation will count in every piece of work you do in this course. If these issues are challenging for you, or if you'd just like to improve your writing, take advantage of the free services of the Writing Resource Center.
- You are graded in this course (and likewise judged in the 'real' world) based on what you say or write and how you present. If mechanics are sloppy, your good ideas may be difficult to appreciate. If presentation is polished but ideas are sloppy, results will be mediocre, accordingly.
- Students whose native language is not English must meet the same quality requirements as others.

## Grading

1. Quizzes:	60%
a. Quiz 1 (20%)	
b. Quiz 2 (20%)	
c. Final Quiz (20%)	
2. Class Participation: 10 classes x 1% each (not counting exam/presentation days)	10%
3. Global CB Group Project	20%
4. Field Consulting Project	10%
	<u>100%</u>

## Grade Distribution

A: 90.0% - 100.0%

B: 80.0% - 89.9%

C: 70.0% - 79.9%

U: 0.0% - 69.9%

## 1. Quizzes (60%)

All quizzes are closed-book and must be taken on the assigned weeks during the semester. The quizzes will be based on material from texts, lectures and class discussions. It is imperative that you keep up with readings and attend class. Quizzes are timed and may only be taken once. Quizzes will be released online on Canvas at the time of class that week (5:30 pm). No late submissions. Quizzes will be a mixture of True/False, Multiple Choice, and Essay.

- Quiz 1 will be released at 5:30 pm on February 22, 2021.

- Quiz 2 will be released at 5:30 pm on April 5, 2021.
- The Final Quiz release time and date is May 5, 2021 at 5:30 and will be open until May 11, 2021 at 11:59 pm.

Grade appeals. If you believe that the grade you received on an assignment, quiz, or other graded course component was in error or unfair, you may appeal to the instructor in writing within 10 calendar days of the receipt of your grade. The appeal should clearly state the reasons why you believe the grade to be unfair or the nature of the error. Overdue appeals will not be considered.

## **2. In-Class Participation (Attendance, Discussions, and Class Activities) (10%)**

Attendance and participation are very important in creating a class environment that is both interesting and meaningful to the student. You should attend class regularly on Monday nights at 5:30 pm and be on time with your computer camera on. Attendance is taken at the beginning of each class and is **mandatory**. Absences will be penalized unless accompanied by a university-approved excuse. When possible, please let me know before your anticipated absence in writing. If you miss class, you are responsible for getting announcements and notes from your fellow students.

Your willingness to participate in class discussions or activities, ask and answer questions, and share your experiences on the topic at hand will add to the richness of everyone's learning. This means you should be fully-engaged when you are in class. Each of you can improve the quality of the course by sharing your own insights from the readings and observations in the real world. Your comments will be evaluated based on quality, not quantity. If your behavior is disruptive to the learning environment of other students, your participation grade will be negatively affected and I may ask you to leave.

### Classroom Etiquette

Inappropriate behavior in class distracts from the ability of others to benefit from their in-class experiences. Such inappropriate behavior includes arriving late, leaving early, conducting independent conversations, surfing the web during class, etc. Rude and inappropriate behavior will not be tolerated. Since it is the instructor's responsibility to provide an environment that is conducive to learning for everyone in the class, points will be deducted from the grade of any student who chooses to repeatedly distract others. In particularly egregious cases, the student will be permanently removed from the class.

### Electronic Devices in Class

Laptop computers and smart phones may be used for class attendance/participation and to take notes during class. Otherwise, the use of smart phones and similar devices are prohibited in the classroom (University rule). Unless absolutely necessary, phones must be turned off during class. Students are not permitted to use their phones for personal use during class time, including texting.

## **3. Global Consumer Behavior Group Project (20%)**

This group project is a simulated, hands-on experience in the development of a global market segmentation strategy. In groups of **4-5 people** pre-assigned randomly by me, choose a specific product/service to introduce to a foreign country, and develop a marketing strategy to bring this

product/service to a market segment within the country, accounting for differences in local culture and other aspects of the local market. Your product/brand should NOT be marketed in that country yet. The product/service/brand must be real.

Select any country (excluding the US and Canada), where your company will market your chosen product/service. Each country can be chosen by only one group on a first-come-first-served basis. Please register your product/country preference with me as soon as your group has made a selection. First-come-first-served.

The Group Project has 3 components

- Project Proposal           3%
- Final Report               10%
- Oral Presentation         7%  
                                     20%

- ✓ **Upload to Canvas ONE** Project Proposal prior to the beginning of class on **February 15, 2021**. Your Proposal should be 2 pages, double-spaced and include the names of all group members in alphabetical order. The proposal must be in memo format.
- ✓ **Upload to Canvas ONE** Final Report and **ONE** PowerPoint per group prior to class beginning on the presentation date **March 15, 2021**. The Final Report must be no more than 10 pages, double-spaced. It must be in memo format, with names of group members in alphabetical order. An executive summary must be no more than one page long. The page limit excludes appendices, exhibits, references/bibliography. Pictures should not be included in the main report but may be included in the appendices.

Cite references appropriately, using any recognized academic format. Place your bibliography at the end of the report. Failure to cite sources may result in a zero for the assignments.

The Project Proposal should:

1. introduce the background of the specific firm/product/brand you have selected;
2. explain why you think it has great potential in the target country; and
3. discuss potential concerns and challenges when marketing this product/brand in the target country.

The Final Report should contain:

1. executive summary;
2. product/service information/history;
3. cultural analysis;
4. economic analysis;
5. market audit & competitive analysis; and
6. preliminary marketing plan.

The Oral Presentation will be:

1. presented by ALL group members via Zoom, i.e. everyone has a speaking part; and
2. 15 minutes long depending on the number of group members (too long or too short will be penalized), followed by a 3 minute question-and-answer session.

#### **4. Field Consulting Project (15%)**

In **groups of 2** pre-assigned randomly by me, you will be choosing a local store as your “client.”

Guidelines for choosing a store are the following:

1. The best projects will focus on local, independent stores for choosing a store.
2. Choose a store that needs help but has potential (e.g., not one that is already incorporating many of these ideas in their store).
3. When you choose a store, send me an email to let me know the store, so that we do not have multiple teams doing the same store (due by **EOD March 22, 2021**).

Your job will be to analyze the store layout and marketing, guided by the principles discussed in class. From a consumer behavior perspective, what is the firm doing right and what is it doing wrong? What can it do to improve the quantity and quality of customers, increase profitability, enhance the customer experience, and improve consumer satisfaction and loyalty? Be specific in your suggestions. The deliverable will be a recommendation to the client on what they should keep and what they should change. While the cooperation and engagement of the client may be beneficial for the project, it is not required. If you have a relationship with the client, you can give store management a copy of the report if you would like.

The Field Consulting Project has 2 components

- Project Report           7%
- Oral Presentation       3%  
                                     10%

Each team will submit ONE Field Consulting Report (maximum of 4 pages excluding appendices) in memo format via Canvas **before the start of class on April 26, 2021**.

The Final Report should contain:

1. Background of Company
2. Current State Analysis
3. Future State Recommendations

Your presentations should be **10 minutes** via Zoom.

## **UNIVERSITY POLICIES**

**Cell phones & Computers in class:** Students may use computers and smart phones during class for note-taking and other class-related work **only**.

**Academic integrity:** All UNCC students have the responsibility to be familiar with and to observe the requirements of The UNCC Code of Student Academic Integrity. Imprint these on your brain.

*This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.*

<http://www.legal.uncc.edu/policies/ps-105.html>

**Statement on Diversity:** *The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.*

**Accommodations for Disabilities:** *UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.*

**NOTE:** *This syllabus may subject to change at the discretion of the Professor.*