

**HAIFA UNIVERSITY
FACULTY OF MANAGEMENT
COURSE: CONSUMER BEHAVIOR (with an emphasis on Marketing Strategy)
HUMAN RESOURCES MANAGEMENT MBA PROGRAM**

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COURSE DESCRIPTION

In this class we will explore research and theory on consumer psychology to help us understand more about consumer behavior in the marketplace. Topics studied include human values, attitudes and persuasion, decision-making, culture, and research methodology. We will additionally examine ethical principles in marketing.

OBJECTIVES

1. Understand the basics of research methodology in behavioral research
2. Deepen our understanding of psychology and consumer psychology
3. Use case studies and real world examples to analyze real-world marketing problems that involve issues related to consumer behavior. We will then extract principles from those specific instances that can be applied to novel marketing problems.



LEARNING METHODS

In this course, we will learn about experiments that have been conducted on the topic of human behavior and consumer psychology to give us insight into consumer behavior in the marketplace. We will be using a variety of case studies, in class examples, and real world research examples to review, reinforce, and build on the theories and principles of consumer psychology with an eye toward how they are relevant to marketing. We will also be reading multiple Business School Case studies. These cases are used to give us a window into how consumer behavior principles play out in real world marketing settings. Our goal will be to attempt to extract general principles that may be applicable as well to other cases in the future.

READING MATERIALS

Readings for class will consist of chapters from textbooks, research articles, articles from the popular press, and Business School cases. Please do the reading for each week *before* the class session in order to be prepared to discuss the material in class.

CLASS NOTES

In order to give an overarching framework of some of the main ideas and terms presented in class, an outline of the slides used in class lectures will be made available on the course website. These notes are designed to give you a framework to keep track of some of the main ideas and terms presented in class. The notes are not comprehensive—and are not a substitute for class attendance and careful and thoughtful note-taking and discussion during class.

GRADING

Attendance and participation:	10%
Case summaries:	30% (10% each)
Exam:	60%

CLASS ATTENDANCE AND ACTIVE PARTICIPATION

Class attendance and participation is an important component of this course. Your thoughtful contributions to class discussion and constructive responses to others' discussion points are particularly important. Students are expected to do the assigned readings before class and come ready to discuss them. The grading for this component will depend on the quality and not just quantity of contributions in class.

CASE SUMMARIES

We will be discussing three Business School cases in class this semester: Nike Football: World Cup 2010 South Africa, SONY targets laptop customers in China: Segment Global or Local; and Coca Cola on Facebook. Each student should read each case carefully and prepare a preparation sheet of each case prior to the relevant class. These will be graded depending on the quality of the analysis. If you are not able to turn in a case preparation assignment by the date of the class on which the case will be discussed please contact me before the due date. Late assignments will not be accepted without prior approval.

COURSE CONTENT

<p>1 Introduction: What is consumer behavior and how is it related to marketing strategy</p>	<p>Outline of the course</p> <ul style="list-style-type: none"> • Why do we buy? • Foundations of human motivation • Hierarchy of needs • Product positioning strategies • Formation of groups
<p>2 Human wants and needs: Marketing segmentation + positioning</p>	<p>Case: Nike Football World Cup 2010</p> <ul style="list-style-type: none"> ▪ What is the basic psychological structure underlying marketing segmentation and positioning strategies ▪ Identifying segments and targets ▪ Effective targeting: where, when, how to reach target audience ▪ Differentiation strategies ▪ Business versus consumer targets
<p>3 Consumer behavior: Insights from research</p>	<p>Consumer behavior: insights from research</p> <ul style="list-style-type: none"> ▪ Judgment and decision making ▪ Defaults ▪ Cognitive dissonance ▪ Of interest: choice overload / feature fatigue
<p>4 Social influence: online and offline</p>	<p>Case: SONY Targets Laptop Customers in China: Segment Global or Local?</p> <ul style="list-style-type: none"> ▪ Theoretical foundations of group norms and group influence ▪ Brand communities ▪ Social networks ▪ Social Proof and other Weapons of Influence ▪ Word of mouth and position in the social network



<p>5 Culture</p>	<p>Culture: collectivist vs. individualistic</p> <ul style="list-style-type: none"> ▪ Consumer psychology across cultures: similarities and differences ▪ Collectivism and individualism ▪ Interdependent and independent construal ▪ East vs. West ▪ Haagen Dazs, Starbucks and other international marketing examples
<p>6 Decision making II</p>	<p>Case: Coca Cola on Facebook</p> <ul style="list-style-type: none"> ▪ System 1 and system 2 (Kahneman) ▪ Information processing ▪ Logos ▪ Metaphors ▪ Consumer attention and inattention: Breaking through the noise
<p>7 Integrated Marketing Communications</p>	<p>Designing communications</p> <ul style="list-style-type: none"> ▪ The costs and benefits of mass market versus targeted market strategies ▪ SWOT analysis ▪ Analyzing competitors <p>In class exam</p>
<p>8 Assessment + Metrics: Measuring marketing outcomes</p>	<p>How do we measure marketing outcomes?</p> <ul style="list-style-type: none"> ▪ What are some of the ways that we can assess whether consumer behavior insights add to ▪ Marketing metrics ▪ Evaluating ROI

Summary

Meeting 1 (10/7/18):	Introduction: Consumer wants and needs
Meeting 2 (17/7/18):	Marketing segmentation and positioning *Due: Case write up Nike World Cup 2010
Meeting 3 (24/7/18):	Consumer behavior
Meeting 4 (31/7/18):	Word of mouth and social influence + branding *Due: Case write up SONY targets laptop customers in China: Segment Global or Local?
Meeting 5 (7/8/18):	Culture
Meeting 6 (14/8/18):	Integrated marketing communications *Due: Case Write up Coca Cola on Facebook
Meeting 7 (21/8/18):	In class exam / Marketing communications II
BREAK (28/8/18):	
Meeting 8 (4/9/18):	Assessment + Metrics: Measuring marketing outcomes

****Note that class session #8 takes place September 4 due to University closure last week of August**