

**FSS:ZURn6617 CONSUMER PSYCHOLOGY AND ADVERTISING
(FALL 2023) (GRADUATE COURSE) (4 CREDITS)**

Class Time: 10:00--11:40 am (Fridays)

Classroom: AVC (Faculty of Social Studies, 5th Floor)

Class Structure: Lecture & Discussions (using both ACUE and flipped pedagogy)

INSTRUCTOR:

Dr. Kenneth C. C. Yang

Fulbright Visiting Scholar from the Department of Communication

The University of Texas at El Paso, USA

Email: 252201@mail.muni.cz or rotaiwan2016520@gmail.com

Office Hours: Virtual Office Hours on Thursdays: 9:00 am to 4:00 pm (via email 252201@mail.muni.cz)

Email consultation is also welcome. Face-to-face or Zoom consultations are upon request and TBA.

OBJECTIVES AND GOALS OF THIS COURSE:

This graduate seminar course is designed to help you understand the factors affecting how consumers (the core determinant of any successful advertising communication campaign) make their decisions. We are specifically interested in examining how advertising communications activities influence consumer behaviors. The course discusses the dynamics between communications and consumer-decision making process. You will be exposed to consumer behavior theories and concepts important to the success of any advertising communications campaign. All advertising/marketing communications activities are intended to manipulate consumer behaviors at cognitive, affective, or behavioral levels.

Furthermore, consumer insights have become critical in planning increasingly data-driven campaigns. This course is designed to offer you theoretical foundations to understand and interpret these behavioral insights. Class discussions, assignments, and written/oral presentation projects will center on the applications of consumer behavior theories and insights to plan advertising communication campaigns.

LEARNING OUTCOMES:

It is expected that you will come out of this course with an understanding of the following:

- The psychology of how consumers think, feel, reason, and process advertising communication messages.
- The psychology of how the consumer is influenced by their external environment.
- The behavior of consumers is influenced by advertising communication messages when making decisions.
- Limitations in consumer knowledge or information processing abilities influence decisions and campaign effectiveness.

- How advertising communication messages interact with consumer motivation and decision strategies.
- How communication professionals can adapt and improve their campaigns and strategies to reach the more effective consumer.
- Skills to convert consumer insights into infographics to make better strategic decisions in an advertising communication campaign.
- Research skills to conduct primary research to collect data to generate useful consumer insights.
- Preparation for careers in the advertising industry as consumer behavior theories and insights help plan effective campaigns.

REQUIRED READING MATERIALS:

- **[OPTIONAL]** Mothersbaugh, D., Hawkins, D., & Kleiser, S.B. (2020). *Consumer behavior: Building marketing strategy* (14th ed.). Boston: McGraw-Hill [ISBN: 978-1260-1000-44] [**Abbrev. Mothersbaugh et al.**] [<https://www.mheducation.com/highered/product/consumer-behavior-building-marketing-strategy-mothersbaugh-hawkins/M9781260100044.html>] (15 edition is available, but we will use the 14th edition to lower the textbook cost) (e-book, rental, or leaflet version is available to lower your cost. Please explore a variety of options, but do make sure that you have access to this book throughout the class). An international edition is fine as long as the table of contents contains the same topics as in this edition. **One hundred eighty (180) days rental is US\$59. [Reading the assigned chapters before the class is essential for understanding the slides, lectures, and various class activities. The slides are not meant to replace the textbook and do not contain all information from the book chapters.]**
- **[REQUIRED] Readings in PDF format (online and offline versions are available)**
- Once my access to the University's system is ready, course materials will be delivered via the official platform. In the meantime, we supplement the delivery of course materials via Google Cloud Drive. You are strongly advised to have a copy of the course materials installed on your computer as a backup. Electronic Course Packet in USB flash drive. **Google Drive E-Course Packet Link:** https://drive.google.com/drive/folders/1eDthONJ0TYPGwdHP_T3rXtHC7E0M04Io?usp=drive_link

OUTCOME ASSESSMENT/GRADING:

- 1. One Open-Book/-Note Mid-term Exam (100 points):** Exam schedules are confirmed and are not subject to change. **Mid-term Exam will be available from 12:01 am, November 3, 2023, until 11:59 pm, November 7, 2023.** The Exam will test your understanding of consumer behavior theories, concepts, terms, and campaign examples that we go over in this course. Exams are not accumulative in terms of what will be tested. **There will be NO make-up exam.**
- 2. Group Assignments (500 points) (Abbrev. AS):** A group of 5 persons will be formed to complete a total of **10 assignments (50 points each)** that will be given throughout the semester to help you become more familiar with the theoretical concepts. These assignments help you apply what you have learned each week to understand how a campaign is planned and to think like an advertising professional to apply consumer insights into campaign planning and implementation.
- 3. Group Consumer Behavior Research Project and Presentation (400 points):** A group of 5 persons will be formed to produce a 10-

page short research proposal (**300 points**) that has the following components: 1) Consumer Behavior Phenomenon in the Context of Advertising that you/your group wants to study (**1 page**); 2) Research Topic/Title and Justifications (**1 page**); 3) Research Purpose Statement to guide your research (**1/2 page**); 4) Theoretical Foundation and Model (**3 pages**); 5) Research Questions and Hypotheses (**1/2 page**); 6) Research Method, Procedures, and Instrument Draft (**3 pages**); 7) A List of References (formatted in either APA. It is recommended that you use RefWorks or Endnotes [30-day free trial: <http://endnote.com/downloads/30-day-trial>]) (**1 page. ten references minimum for this project. Your group project is due at 11:59 pm on December 15, 2023.** Please name your "**Group# Project**" file submitted via 252201@mail.muni.cz with a subject line as "**Group# Project**". **All assignments are due on the dates specified. No late submissions are allowed. An oral presentation will be scheduled to share your research proposal (100 pts).**

A list of potential topics in consumer behavior topics can be found below: <https://www.iresearchnet.com/research-paper-topics/business-research-paper-topics/consumer-behavior/>

Please discuss with your instructor to finalize your group project topic throughout the semester.

TOTAL POINTS=1000 POINTS

4. Extra Point Opportunities (50 points)

4-1. Live-Streaming Project Participation [10 points]: Please email your completion screenshots to 252201@mail.muni.cz or upload these via the University system (**Due before October 6, 2023**). Click the link below:

<https://utepsubacc.questionpro.com/t/AOz7EZzGEL>

4-2. ACUE Teaching Assessment Project Participation [40 points]: Please email your completion screenshots to 252201@mail.muni.cz or upload these via the University system (**Due before December 15, 2023**). Refer to the syllabus below.

Grade A	900 points and above
Grade B	800—899 points
Grade C	700—799 points
Grade D	600—699 points
Grade F	Under 599 points

PLAGIARISM AND ACADEMIC DISHONESTY:

In preparing your assignments, you must give credit to any information sources that are not your ideas. Follow APA's in-text citation rules to credit your sources of information. You should paraphrase any information you obtained from another source and write the source according to the reference style published by the American Psychological Association (APA). APA Format Guideline is available at Purdue University OWL website (<https://owl.english.purdue.edu/owl/section/2/10/>). Unless you put them in "quotation marks", do not copy anything word by word. Violating this guideline will constitute plagiarism and serious academic dishonesty.

<<COURSE WEEKLY SCHEDULE>>

WK	DATES	TOPICS	READING ASSIGNMENTS	ASSIGNMENT
0		<p>Please review the syllabus and complete the survey below to earn 10 points extra points and a chance to win a US\$5 Amazon gift card: https://utepsubacc.questionpro.com/t/AOz7EZy5On</p>		
1	<p>SEPTEMBER 22, 2023 (Friday) [ONLINE]</p>	<p>--Course Introduction --What will you learn from this class? --The importance of learning consumer insights in campaign strategies --Group consumer behavior research project and presentation (400 points)</p> <p>Zoom Link: https://cesnet.zoom.us/j/98321562092</p>	<p>Review Course Syllabus Read Mothersbaugh et al. Chapter 1 Read Mothersbaugh et al. Chapter 2</p> <p>e-Course Packet WEEK 1 FOLDER</p> <p>Readings (if you do not have the textbook) WEEK 1-1: https://online.glyndwr.ac.uk/why-its-important-to-study-consumer-behaviour/</p> <p>WEEK1-2: https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/#:~:text=Studying%20consumer%20behavior%20is%20important,the%20products%20that%20are%20obsolete.</p>	<p>AS#1 Due before 11:59 pm.</p>

2	<p>SEPTEMBER 29, 2023 (Friday)</p> <p>[IN-PERSON] [ROOM: AVC]</p>	<p>--The Predictive Role of Consumer Demographic Characteristics on Consumer Behaviors</p> <p>--Demographics</p> <p>--Values</p> <p>--Family Household</p>	<p>Read Mothersbaugh et al. Chapter 3 Read Mothersbaugh et al. Chapter 4 Read Mothersbaugh et al. Chapter 6</p> <p>e-Course Packet WEEK 2 FOLDER</p> <p>Readings (if you do not have the textbook)</p> <p>WEEK 2-1: https://opentextbc.ca/introconsumerbehaviour/chapter/demographic-influences/</p> <p>WEEK 2-2: https://www.degruyter.com/document/doi/10.1515/bejeap-2022-0036/html?lang=en</p> <p>WEEK 2-3: https://www.jagsheth.com/consumer-behavior/why-we-buy-what-we-buy-a-theory-of-consumption-values/</p>	<p>AS#2 Due before 11:59 pm.</p> <p>(you must be in class to submit assignments)</p>
3	<p>OCTOBER 6, 2023 (Friday)</p>	<p>--The Role of Group and Peer Influence in Influencing Consumer Behaviors</p> <p>--Social Stratification</p> <p>--Group Influences</p> <p>--Subcultures</p> <p>---Influencer Marketing</p>	<p>Read Mothersbaugh et al. Chapter 5 Read Mothersbaugh et al. Chapter 7</p> <p>e-Course Packet WEEK 3 FOLDER</p> <p>Readings (if you do not have the textbook)</p> <p>WEEK 3-1: https://opentextbc.ca/introconsumerbehaviour/chapter/social-influences/</p> <p>WEEK 3-2: https://hmhub.in/reference-group-influence-groups-dynamics-on-consumer-behaviour/</p>	<p>AS#3 Due before 11:59 pm.</p> <p>(you must be in class to submit assignments)</p> <p>Live-streaming extra points due before</p>

			<p>WEEK 3-3: https://izea.com/resources/influencer-marketing-on-consumer-behavior/</p>	11:59 pm.
4	OCTOBER 13, 2023 (Friday)	--Shaping Consumers' Perceptions and Memory in Determining Consumer Decision-Making Process	<p>Read Mothersbaugh et al. Chapter 8 Read Mothersbaugh et al. Chapter 9</p> <p>e-Course Packet WEEK 4 FOLDER</p> <p>Readings (if you do not have the textbook) WEEK 4-1: https://hmhub.in/learning-and-memory-influences-on-buying-behavior/</p> <p>WEEK 4-2: https://www.consumerpsychologist.com/cb_Learning_and_Memory.html</p>	<p>AS#4 Due before 11:59 pm.</p> <p>(you must be in class to submit assignments)</p>
		<p>Please complete the course survey below to earn 10 points extra points and a chance to win a US\$5 Amazon gift card: https://utepsubacc.questionpro.com/t/AOz7EZY6Sj</p>		
5	OCTOBER 20, 2023 (Friday)	--Motivation, Personality, and Emotion --Attitudes and Attitude Changes	<p>Read Mothersbaugh et al. Chapter 10 Read Mothersbaugh et al. Chapter 11</p> <p>e-Course Packet WEEK 5 FOLDER</p> <p>Readings (if you do not have the textbook) WEEK 5-1: https://kentrix.in/what-is-motivation-in-consumer-behaviour-a-comprehensive-guide/</p> <p>WEEK 5-2: https://www.consumerpsychologist.com/cb_Attitud</p>	<p>AS#5 Due before 11:59 pm.</p> <p>(you must be in class to submit assignments)</p>

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6	OCTOBER 27, 2023 (Friday)	<p>---Explain Consumer Behaviors through Self-Concept and Lifestyle Insights</p> <p>---Situational (Purchase Situation) Influence</p>	<p>Read Mothersbaugh et al. Chapter 12 Read Mothersbaugh et al. Chapter 13</p> <p>e-Course Packet WEEK 6 FOLDER</p> <p>Readings (if you do not have the textbook)</p> <p>WEEK 6-1: https://hmhub.in/consumer-behavior-lifestyle-marketing/</p> <p>WEEK 6-2: https://opentextbc.ca/introconsumerbehaviour/chapter/lifestyle-and-psychographics/</p>	<p>AS#6 Due before 11:59 pm.</p> <p>(you must be in class to submit assignments)</p>
7	NOVEMBER 3, 2023 (Friday) [NO IN-PERSON CLASS]	<p>Open-Book/- Note Mid-term Exam 1 (100 Points) [to be completed at home] [Covering Week 1-Week 6 Materials] [Exam will be available from November 3 to November 7, 2023]</p>		
8	NOVEMBER 10, 2023 (Friday)	---Problem Recognition	<p>Read Mothersbaugh et al. Chapter 14</p> <p>e-Course Packet WEEK 8 FOLDER</p> <p>Readings (if you do not have the textbook)</p> <p>WEEK 8-1: https://www.researchgate.net/profile/Gordon-Bruner/publication/235253191_Problem_Recognition_on_The_Crucial_First_Stage_of_the_Consumer_Decision_Process/links/02e7e53b32d9c9e28c000000/Problem-Recognition-The-Crucial-First-Stage-of-the-Consumer-Decision-Process.pdf</p>	<p>AS#7 Due before 11:59 pm.</p> <p>(you must be in class to submit assignments)</p>

			<p>WEEK 8-2: https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/2771-problem-recognition.html</p>	
		<p>Please complete the course survey below to earn 10 points extra points and a chance to win a US\$5 Amazon gift card: https://utepsubacc.questionpro.com/t/AOz7EZY6Sj</p>		
9	<p>NOVEMBER 17, 2023 [Struggle for Freedom and Democracy Day] [National Holiday][No In-Person Class] [Please complete the assignment on your own]</p>	<p>---Information Search</p>	<p>Read Mothersbaugh et al. Chapter 15 e-Course Packet WEEK 9 FOLDER</p> <p>Readings (if you do not have the textbook) WEEK 9-1: https://www.consumerpsychologist.com/cb_Decision_Making.html</p> <p>WEEK 9-2: https://marksprague.wordpress.com/search-behavior/what-is-a-search-behavior-model-sbm/</p>	<p>AS#8 Due before 11:59 pm on NOV. 24, 2013</p> <p>(you must be in class to submit assignments)</p>
10	<p>NOVEMBER 24, 2023 (Friday)</p>	<p>--Alternative Evaluation and Selection --Outlet Selection and Purchase</p>	<p>Read Mothersbaugh et al. Chapter 16 Read Mothersbaugh et al. Chapter 17</p> <p>e-Course Packet WEEK 10 FOLDER</p> <p>Readings (if you do not have the textbook) WEEK 10-1: https://www.tutorialspoint.com/alternative-evaluation-in-buying-decisions</p> <p>WEEK 10-2: https://www.cairn.info/revue-projectique-2018-3-page-43.htm</p>	<p>AS#9 Due before 11:59 pm.</p> <p>(you must be in class to submit assignments)</p>
11	<p>DECEMBER 1,</p>	<p>---Post-Purchase Processes and Consumer</p>	<p>Read Mothersbaugh et al. Chapter 18</p>	<p>AS#10 Due</p>

	2023 (Friday)	Satisfaction	<p>e-Course Packet WEEK 11 FOLDER</p> <p>Readings (if you do not have the textbook)</p> <p>WEEK 11-1: https://www.ntnu.edu/documents/139799/1270604448/TPD4505.Martin.Dahl.pdf/087d444b-aaab-44ce-92f7-7683f499c30f</p> <p>WEEK 11-2: https://www.loopreturns.com/blog/post-purchase-behavior/</p> <p>WEEK 11-3: https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/2764-post-purchase-behaviour.html</p>	<p>before 11:59 pm.</p> <p>(you must be in class to submit assignments)</p>
12	DECEMBER 8, 2023 (Friday)	Oral presentation of your consumer behavior project (100 points) [Details to be provided later]	Written project due before 11:59 pm on December 15, 2023	
		<p>Please complete the course survey below to earn 10 points extra points and a chance to win a US\$5 Amazon gift card: https://utepsubacc.questionpro.com/t/AOz7EZY6Sd</p>		