

**THE UNIVERSITY OF TEXAS AT EL PASO
DEPARTMENT OF COMMUNICATION**

**COMM 4350-28194 (COMM 5343-28675):
CONSUMER PSYCHOLOGY AND ADVERTISING
(SPRING 2005) (3 Credits) (UNG CRN: 28194) (GRAD CRN: 28675)**

Class Time: MWF 10:30—11:20 am

Classroom: UGLC 210

Supplementary Course Web Site:

http://www.swlearning.com/marketing/blackwell/ninth_edition/index.html

WebCT: http://webct.utep.edu/SCRIPT/28194200520/scripts/serve_home

[Students need to check WebCT regularly for any updates about the class]

Instructor:

Dr. Kenneth C. C. Yang

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Office Phone: 1-915-747-6517

Office: Room 208, Quinn Hall

Office Hours: Monday 13:00—5:00 pm **and** by appointment (via email or phone)

Wednesday 13:30—5:00 pm **and** by appointment (via email or phone)

Email consultation is also welcome. Email me any questions if you cannot drop by my office.

Course Overview:

This course is designed to help you understand factors affecting consumer decision-making process. Specifically, we are interested in examining how advertising/marketing communications influence and respond to consumer behavior. The course discusses the dynamics between advertising and consumer-decision making process. You will be exposed to consumer behavior theories and concepts that are essential to the success of any advertising/marketing communications campaigns. Class discussions and assignments will center on the applications of consumer behavior theories to advertising industry.


Course Objectives:


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


- The psychology of how consumers think, feel, reason, and process different advertising messages;
- The psychology of how the consumer is influenced by his or her external environment;
- The behavior of consumers is influenced by advertising messages during shopping or making other purchase decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and advertising effectiveness;
- How advertising messages interact with consumer motivation and decision strategies;


- How advertisers can adapt and improve their advertisers campaigns and strategies to more effectively reach the consumer; and
- A preparation for careers in advertising industry as theory guides practice.

Required Reading Materials:


 Blackwell, Roger D., Miniard Paul W., and Engel, James E. (2001). Consumer behavior [9th ed]. Harcourt College Publishers. [ISBN: 0-03-021108-5] [**Abbrev. Blackwell et al.**] [**Available at the UTEP University Bookstore.**] [**All students registered for this course need to have a copy of this book and bring the book to the class.**]


 Handouts [to be distributed in class or via WebCT]

 Supplementary materials available on the course website:
http://www.swlearning.com/marketing/blackwell/ninth_edition/index.html

 Course Packet [**Available from the CopyCenter at the basement of the University Library**]

Recommended Reading Materials:

 Bagozzi, R. P., Gürhan-Canli, Z., and Priester, J. R. (2002). The social psychology of consumer behaviour. Buckingham, PA: Open University Press. [**Abbrev. Bagozzi et al.**]

 Sheth, Jagdish N., and Mittal, Banwari. (2004). Customer behavior: A managerial perspective. Australia: Thomson. [**Abbrev. Sheth and Mittal**]

Evaluation/Grading for Undergraduate Students:

Grades (1000 points) will be based on the following components:

1. Class attendance (100 points) (**Each missed attendance costs you 20 points.**)
2. Class participation and presentation (200 points)
3. Homework assignments/exercises (200 points)
4. Three exams (500 points) (Exam 1 and Exam 2=180 points each. Exam 3=140 points)

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

Evaluation/Grading for Graduate Students:

Grades (1000 points) will be based on the following components:

1. Class participation and presentation (100 points) (**Each missed attendance costs you 20 points.**)
2. Class participation and presentation (100 points)
3. Three exams (500 points) (Exam 1 and Exam 2=180 points each. Exam 3=140 points)
4. Research prospectus (300 points)

Research Prospectus Guidelines: [For Graduate Students Only]

Research prospectus should be theoretically oriented, with well-defined research questions or hypotheses. The prospectus should be written in such a manner that it will be further developed into a convention paper or your master's thesis (if you are interested pursuing a research focus in marketing communication/advertising area). The instructor will assist students in this process and identify potential presentation venues.

Because of my research training and interests, your research prospectus should be quantitative and empirical. If you are interested in a qualitative approach, please consult with me first about your research topic.

Selection of topics will be on first-come, first-served basis. You are encouraged to make an appointment with the instructor with your one-page draft research proposal. Expected length and format: 20 pages (max., appendices included), double-spacing, Times New Roman font, 12 points, APA style.

Your research prospectus (hardcopy) will account for **300 points** and will be evaluated on the basis of the followings:

1. Introduction & Background (50 points)
2. Extensive Review of Literature (100 points)
3. Methodology (100 points)
4. Expected Results (30 points)
5. References (20 points)

Using Human Subjects:

Using human subjects in your research project/homework assignments requires special protocols, as mandated by the Federal government agencies and the UTEP. To familiarize yourself with the background, regulations, and protocols, you must complete *National Institute of Health Online Compliance Training* (<http://cme.nci.nih.gov/>) and submit your Completion Certificate to earn 50 extra points on January 24, 2005. **Failure to comply with this requirement will result in termination from the class.**

Plagiarism and Academic Dishonesty:

In preparing your homework assignments or exercises, you have to give a reference to any 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) (See attached reference style guidelines in your course packet. **APA Format Guideline is placed at WebCT**). Unless you put them in "quotation marks", do not copy anything word by word. Violation of this guideline will constitute plagiarism and is a serious academic dishonesty. In addition, all assignments or exams must represent individual effort. An individual who copies from another student's work constitutes academic dishonesty. **According to the UTEP Regulations, offenses will be reported to the Dean of Student Affairs. Depending on the severity of the individual case, penalties include verbal warning, zero on assignment, grade deduction, probation, or suspension.**

Make-up Policy:

You will not be granted any make-ups for your exams, assignments or exercises. Under special circumstances with legitimate written and certified excuses, a student

may request the instructor for a special arrangement to make up for the loss of grade or score during his or her absence.

Make-up exam questions will be different from regular exams. Only essay questions will be given. Once you miss the exams, you must approach the instructor immediately to arrange the make-up exam as soon as possible.

Attendance and Classroom Policy:

Class attendance is mandatory. Students commuting from Mexico or holding employment outside the campus need to plan their drive time. **You must finish your reading assignments in order to actively participate in the class discussion.** You are obliged to observe classroom disciplines such as no chatting with classmates during the lecture session. You are encouraged to raise questions in class. Feel free to ask for further explanation. **You must turn off your cellular phones or pagers before entering the classroom.**

Each missed attendance costs you 20 points. If you miss five classes (excused or unexcused) in a semester, you will be dropped from the class.

An excused absence will cost you 5 points. An unexcused absence will cost you 20 points.

Attendance will be taken at the beginning of each class (10:30 am). After attendance record has been taken, you will be considered late, even though you have arrived in the classroom. Each occurrence of tardiness costs you 10 points. If you are late 10 times in a semester, you will be dropped from the class.

All absence waiver applications need to be supported by official documents (a copy is fine).

Deadlines:

Homeworks and exercises are due at the beginning of the class (10: 30 am). All homeworks or exercises handed later than **10:35 am** are considered as late. No late works will be accepted unless written evidences such as a physician's letter is accompanied with the request for late submission. **Late submission, even if accepted, will lose 50 points (out of 100 points).** On extremely urgent circumstances, email submission might be permitted. **If you should miss the class on the due date, please email your homework before 10:35 am on the due date.**

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CONSUMER PSYCHOLOGY AND ADVERTISING**

<<Course Schedule>>

Dates	Topics	Reading Assignments
PART ONE: INTRODUCTION TO CONSUMER BEHAVIOR		
JAN. 10 [M]	<p style="text-align: center;"><u>Session 1</u></p> Course introduction What is consumer behavior? [Videotape: What women want? trailer]	Blackwell et al., Ch. 1
JAN. 12 [W]	<p style="text-align: center;"><u>Session 2</u></p> The importance of studying consumer behavior	Blackwell et al., Ch. 1
JAN. 14 [F]	<p style="text-align: center;"><u>Session 3</u></p> [Videotape: What women want?] <i>Class Discussions and Presentations</i>	
JAN. 17 [M]	MARTIN LUTHER KING, JR. DAY. NO CLASS.	
PART TWO: CONSUMER DECISION MAKING		
JAN. 19 [W]	<p style="text-align: center;"><u>Session 4</u></p> The consumer decision process	Blackwell et al., Ch. 3
JAN. 21 [F]	<p style="text-align: center;"><u>Session 5</u></p> The consumer decision process [Cont.]	Blackwell et al., Ch. 3
JAN. 24 [M]	<p style="text-align: center;"><u>Session 6</u></p> The consumer decision process [Cont.] [NIH Training Certificate Due]	Blackwell et al., Ch. 3
JAN. 26 [W]	<p style="text-align: center;"><u>Session 7</u></p> [Videotape: Kraft General Food's Jello-O-Geltain Dessert, 09:03] <i>Class Discussions and Presentations</i>	
JAN. 28 [F]	<p style="text-align: center;"><u>Session 8</u></p> Pre-purchase processes	Blackwell et al., Ch. 4
JAN. 31 [M]	<p style="text-align: center;"><u>Session 9</u></p> Pre-purchase processes [Cont.]	Blackwell et al., Ch. 4
FEB. 2 [W]	<p style="text-align: center;"><u>Session 10</u></p> Pre-purchase processes [Cont.]	Blackwell et al., Ch. 4
FEB. 4 [F]	<p style="text-align: center;"><u>Session 11</u></p> [Videotape: Neiman Marcus, Customer-Driven Marketing, 11:10] <i>Class Discussions and Presentations</i>	

FEB. 7 [M]	<u>Session 12</u> Purchase	Blackwell et al., Ch. 5
FEB. 9 [W]	<u>Session 13</u> Purchase [Cont.]	Blackwell et al., Ch. 5
FEB. 11 [F]	<u>Session 14</u> <i>Class Discussions and Presentations</i> <i>Review for Exam 1</i>	
FEB. 14 [M]	Examination 1 [covering JAN. 10-FEB. 11] (180 points)	
FEB. 16 [W]	<u>Session 15</u> Post-purchase process	Blackwell et al., Ch. 6
FEB. 18 [F]	<u>Session 16</u> Post-purchase process [Cont.]	Blackwell et al., Ch. 6
FEB. 21 [M]	<u>Session 17</u> Post-purchase process [Cont.] [Videotape: Johnson & Johnson's Acuvue Disposable Contact Lens (Lowe Lintas, 10:13) [a]]	Blackwell et al., Ch. 6
FEB. 23 [W]	<u>Session 18</u> <i>Class Discussions and Presentations</i>	
PART THREE: INDIVIDUAL DETERMINANTS OF CONSUMER BEHAVIOR		
FEB. 25 [F]	<u>Session 19</u> Consumer motivation	Blackwell et al., Ch. 8
FEB. 28 [M]	<u>Session 20</u> Consumer motivation [Cont.] [Videotape: Campbell Soup Company's V8 Juice (FCB) 8:59] [a]]	Blackwell et al., Ch. 8
MAR. 2 [W]	<u>Session 21</u> [Case Study 4: Avon, Blackwell et al., pp. 524-526] <i>Class Discussions and Presentations</i>	
MAR. 4 [F]	<u>Session 22</u> Consumer knowledge	Blackwell et al., Ch. 9
MAR. 7 [M]	<u>Session 23</u> Consumer knowledge [Cont.]	Blackwell et al., Ch. 9
MAR. 9 [W]	<u>Session 24</u> [Case Study 5: The Duck Company, Blackwell et al., pp. 527-531] <i>Class Discussions and Presentations</i>	

MAR. 11 [F]	<u>Session 25</u> Consumer intentions, attitudes, beliefs, and feelings	Blackwell et al., Ch. 10
MAR. 14 [M]	<u>Session 26</u> Consumer intentions, attitudes, beliefs, and feelings [Cont.]	Blackwell et al., Ch. 10
MAR. 16 [W]	<u>Session 27</u> Consumer intentions, attitudes, beliefs, and feelings [Cont.] [Videotape: Pfizer, Viagra, Product strategies for goods and services, 11:45] <i>Class Discussions and Presentations</i> <i>Review for Exam 2</i>	Blackwell et al., Ch. 10
MAR. 18 [F]	Examination 2 [covering FEB. 16-MAR. 16] (180 points)	
MAR. 21 [M]	SPRING BREAK [MAR. 21-26]. NO CLASS.	
MAR. 23 [W]	SPRING BREAK [MAR. 21-26]. NO CLASS.	
MAR. 25 [F]	GOOD FRIDAY. NO CLASS.	
PART FOUR: ENVIRONMENTAL INFLUENCE ON CONSUMER BEHAVIOR		
MAR. 28 [M]	<u>Session 28</u> Family and household influences	Blackwell et al., Ch. 12
MAR. 30 [W]	<u>Session 29</u> Family and household influences [Cont.]	Blackwell et al., Ch. 12
APR. 1 [F]	<u>Session 30</u> <i>Class Discussion & Presentations</i>	
APR. 4 [M]	<u>Session 31</u> Group and personal influences	Blackwell et al., Ch. 13
APR. 6 [W]	<u>Session 32</u> Group and personal influences	Blackwell et al., Ch. 13
APR. 8 [F]	<u>Session 33</u> [Videotape: GOYA, Interpersonal determinants of consumer behavior, 10:34] <i>Class Discussion & Presentations</i>	
APR. 11 [M]	<u>Session 34</u> Making contact	Blackwell et al., Ch. 14
APR. 13 [W]	<u>Session 35</u> Making contact [Cont.]	Blackwell et al., Ch. 14

APR. 15 [F]	<u>Session 36</u> [Videotape: AT&T "800" Service Portability (McCann-Erickson Worldwide), 8:08] [a] <i>Class Discussion & Presentations</i>	
APR. 18 [M]	<u>Session 37</u> Shaping consumers' opinions	Blackwell et al., Ch. 15
APR. 20 [W]	<u>Session 38</u> Shaping consumers' opinions Helping consumers to remember	Blackwell et al., Ch. 15 & 16
APR. 22 [F]	<u>Session 39</u> Helping consumers to remember [Cont.]	Blackwell et al., Ch. 16
APR. 25 [M]	<u>Session 40</u> Helping consumers to remember [Cont.] <i>Class Discussion & Presentations</i> <i>Review for Exam 3</i> Class Evaluation	Blackwell et al., Ch. 16
APR. 27 [W]	Examination 3 [covering MAR. 21-APR. 25] (140 points) Last day of the class. Your final grade will be emailed to you and posted on WEBCT within 7 days.	