

BA 4714 / 5714 – CONSUMER BEHAVIOR (TENTATIVE)  
Course Schedule: Tuesdays and Thursdays at 14:45-16:00

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Office Hours:	By appointment
Course Web Page:	Link to ODTUClass Course Page
<b>Course Description:</b>	
<p>The aim of the module is to understand the behavior of people as consumers and the strategic implications of this understanding for marketing managers. This understanding is one of the critical components of marketing analysis in examining and diagnosing problems and reaching effective decisions. Principles from various social sciences are integrated to understand and analyze consumer actions, experiences, feelings, and judgement processes.</p>	
<b>Course Student Learning Objectives: (CSLO)</b>	
<p><b>On successful completion of this module, students should be able to:</b></p> <p><b>Module Specific Skills:</b></p> <ol style="list-style-type: none"> <li>1. understand the nature of consumer behavior and apply concepts and theories used in the study of consumer behavior in developing effective marketing decision making</li> <li>2. recognize the importance of studying consumer behavior for the effective implementation of the marketing concept</li> </ol> <p><b>Discipline Specific Skills:</b></p> <ol style="list-style-type: none"> <li>3. critically evaluate the models, theories, and concepts commonly used in exploring and understanding marketing practice</li> <li>4. apply a range of behavioral concepts and theories in order to understand or justify marketing activity</li> </ol> <p><b>Personal and Key Skills:</b></p> <ol style="list-style-type: none"> <li>5. critically assess competing theories</li> <li>6. develop their oral and written communication skills</li> <li>7. further develop problem solving skills</li> </ol>	
<b>Learning and Teaching Methods:</b>	
<p>Sessions consist of a mixture of formal lectures, in-class discussions, group work, presentation sessions, in-class writing and directed private study.</p>	
<b>Required Reading:</b>	
<p>Solomon, Michael, Gary Bamossy, Soren Askegaard, Margaret Hogg (2013), <i>Consumer Behaviour: A European Perspective</i>, London: Prentice Hall. (You can find two copies in the main library reserve collection: <a href="#">HF5415.33.E85 .S65 2013</a> )</p> <p>You can have access to the cases and the required readings from odtuclass. The list of the required readings:</p> <ul style="list-style-type: none"> <li>• Russell W. Belk (1988), "Possessions and the Extended Self," <i>Journal of Consumer Research</i>, 15 (Sept) 139-68.</li> <li>• Epp, Amber M. and Linda L. Price (2008) "Family Identity: A framework of identity interplay in consumption practices," <i>Journal of Consumer Research</i>, 35 (June), 50-70.</li> <li>• Tuba Üstüner, Douglas B. Holt, Toward a Theory of Status Consumption in Less Industrialized Countries, <i>Journal of Consumer Research</i>, Volume 37, Issue 1, June 2010, Pages 37–56</li> </ul>	
<b>Suggested Reading:</b>	

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by this assessment	Feedback Method
Class participation	10	-	1-7	Oral
Individual Assignment	40	Essay	1-7	Written feedback
Group Project	35	3000 word essay	1-7	Written feedback
Group Presentation	15	15 min presentation	1-7	Oral (in class)

#### Course Policies:

**STUDENT DISABILITIES:** Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's [Disability Support Office](#) ([Engelsiz ODTÜ Birimi](#), [ODTÜ Kütüphanesi](#), [Solmaz İzdemir Salonu](#), Tel: 210.7196; [engelsiz@metu.edu.tr](mailto:engelsiz@metu.edu.tr)) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.

**ACADEMIC DISHONESTY:** The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

**CHEATING:** All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

**PLAGIARISM:** The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

#### METU HONOR CODE

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

**CIVILITY IN THE CLASSROOM:** Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using laptop computers and cellular phones, making offensive remarks, reading newspapers, sleeping, or engaging in any other form of distraction. Inappropriate behavior in classroom shall result, minimally, in a request to leave class.

Past observations showed that the METU classroom experience is improved when the following are true:

**Students arrive on time.** Timely arrival ensures that classes are able to start and finish at the scheduled times. Timely arrival shows respect for both fellow students and faculty and it helps to create a better learning environment by reducing avoidable distractions.

**Students are fully prepared for each class.** Much of the learning in this course takes place during classroom discussions. When students are not prepared, they cannot contribute to the learning process. This affects not only the individual but also the classmates who count on them.

**Students respect the views and opinions of their colleagues.** Disagreement and debate are encouraged; however, intolerance for the views of others is unacceptable.

**Laptops, phones and wireless devices are turned off.**

**STUDENT EXCUSES:** In case you cannot attend one of the examinations, if and only if you can present an official (dean's or president's office approved) **excuse** or **METU Medical Center certified Health Report**, you will be eligible to take a make-up examination. There will be **one single, comprehensive and essay type make-up examination during the final period and it will be counted towards whichever exam(s) you are missing.**

**KNOW YOUR RIGHTS AND RESPONSIBILITIES!** <http://oidb.metu.edu.tr/en/academic-rules-and-regulations>

**NOTE THE IMPORTANT DATES ON THE ACADEMIC CALENDAR!** <http://oidb.metu.edu.tr/en/academic-calendar>

The instructor assumes that students who attend the next class have understood and accepted to agree with all the requirements and rules of this course.

**Notes:**

- Usage of cell phones is strictly prohibited during class. Please be courteous to your classmates and me and make sure that your phones are on silent mode before the class begins.
- Please arrive on time and do not enter the classroom if I already have closed the classroom doors. If you have to leave early, please inform me in advance.
- Please turn in the homework assignments on time and note that no late assignments (no matter how late) will be accepted.
- You are encouraged to drop by my office during office hours for questions, concerns, or, suggestions. Outside the office hours, please make an appointment with me via e-mail. For quick questions that you may have, note that e-mailing is a very effective means of communicating with me.

The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Tentative Course Schedule				
Month	Day	Topic	Reading/ Assignment	CSLO
March	15	Introduction to the semester		
March	17	Introduction to Consumer Behavior	Ch 1	1-7
March	22	Consumers in the Marketplace: Shopping, Buying and Evaluating	Ch 3	1-7
March	24	Individual Consumer: Perception	Ch 4	
March	29	Individual Consumer: Personality	Notes	1-7
March	31	Individual Consumer: The Self	Ch 5	
April	5	The Extended Self	Belk (1988)	1-7
April	7	Individual Consumer: Motivation, Values and Lifestyles	Ch 6	
April	12	Consumers as Decision Makers: Learning and Memory	Ch 7	1-7
April	14	Consumers as Decision Makers: Attitudes	Ch 8	
April	19	Consumers as Decision Makers: Decision Making	Ch 9	
April	21	Family Identity	Epp and Price	
April	26	Consumers in Social Groups: Individual and Group Relations	Ch 10	1-7
April	28			1-7
May	3	Consumers in Social Groups: Income and Social Class	Ch 12	1-7
May	5	Theory of Status Consumption in LICs	Ustuner and Holt (2010)	1-7
May	10	Consumers in the Marketplace: Consumer Society	Ch 2	
May	12			
May	17			1-7
May	19			1-7
May	24	<b>Individual Assignment due</b>		1-7
May	26	Project Tutorials		1-7
May	31	Consumption and Culture: Elements of Culture	Ch 13	
June	2	<b>Project tutorials</b>		

June	7	Project presentations		
June	9	Project presentations		
June	14	Project presentations		
June	16	Project presentations		
June	21	Project Written Submissions		
June	23			

**Attendance and in-class participation:** Students are expected to attend classes and actively engage in in-class exercises and submit the exercises in written form.

**Assignment:** An individual assignment will be conducted.

**Group Project:** TBA details will be provided after Add-Drop week.

**Group Presentation:** A 15 min long oral presentation will be conducted. Since the grading of the presentation is at the individual level, I expect each member of the group to participate the presentation.