



Additional readings may be assigned throughout the semester. Readings, forms, the syllabus, slide presentations and a copy of this schedule are found at the class website:

<http://www.fashionintelligence.org/cua-consumer-behavior>

Class #1/ Monday, January 8, Orientation and Introductions/ Explanation of the Spending Journal

Class #2 / Wednesday, January 10

Electronics Honor Statement and Data Card due (hard copies).

Introduction to Consumer Behavior and Marketing

Readings to have completed by class today:

- Chapter 1, 4-23 Hawkins and Mothersbaugh
- Article: *The Museum of Failure Dishes on the World's Worst Products of All Time, Forbes (Why do products fail?)*
<https://www.forbes.com/sites/eustaciahuen/2017/04/30/the-museum-of-failure-dishes-on-the-worst-products-of-all-time/#f4ea8ed609c2>
- Article: *Sociological Theories of Consumerism and Consumption, Revise Sociology,*
<https://revisesociology.com/2016/10/12/sociological-theories-of-consumerism-and-consumption/>

NO CLASS / Monday, January 15, M.L. King Day

Class #3 / Wednesday, January 17

Bring in Spending Journal to share. (Must be on paper.)

Overview of the Nature of Consumer Behavior/ The Meaning of Consumption /Sharing of Spending Journal (5 entries minimum due today)

Readings to have completed by class today:

- Chapter 1, 24-30
- Article: *Why Most Product Launches Fail, Harvard Business Review,* <https://hbr.org/2011/04/why-most-product-launches-fail>
- *Compendium of the Social Doctrine of the Church 358, 359, 360 (Centesimus Annus), and 486 and 487 (Centesimus Annus and Address to UN) (Explain how the human person is more than a consumer)*
- *Laudato Si, Chapter Six, especially sections I and II. (Why worry about sustainability?)*

Class #4 / Monday, January 22

Brands assigned / Brand Positioning / Brand Work Begins

Readings to have completed by class today:

- Article: *A Few Words About Jack Trout and Positioning, Advertising Age,* <http://adage.com/article/al-ries/a-words-jack-trout-positioning/309341/>
(Who exactly was Jack Trout?)
- Article: *The Fifty Most Iconic Brand Logos of all Time, Complex* <http://www.complex.com/style/2013/03/the-50-most-iconic-brand-logos-of-all-time/>
(Characterize the evolution of the brand logo. What does that say about product positioning?)
- Article: *Dunkin' Donuts wants to leave a doughnut-sized hole in its name, The Washington Post*
https://www.washingtonpost.com/news/business/wp/2017/08/04/dunkin-donuts-wants-to-leave-a-doughnut-sized-hole-in-its-name/?tid=ss_fb&utm_term=.be439560a6ac



Class #5 / Wednesday, January 24

Topic for Oxford Tutorial Due / Submit form on line at <http://www.fashionintelligence.org/oxford-tutorial>

Overview of External Influences /Cross-Cultural Variations in Consumer Behavior/Brand Work

Readings to have completed by class today:

- Chapter 2, H&M
- Article: *A Review of Cross-Cultural Variations in Consumer Behavior and Marketing Strategy*, Canadian Research & Development Center of Sciences and Cultures
<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.962.7837&rep=rep1&type=pdf> (Can you think of examples from your own experiences?)

Class #6 / Monday, January 29

The Changing American Society: Values /Brand Work

Readings to have completed by class today:

- Chapter 3, H&M
- Article: *21 Charts That Explain American Values Today*, The Atlantic
<https://www.theatlantic.com/national/archive/2012/06/21-charts-that-explain-american-values-today/258990/>
(Who conducted the research? What were the questions they asked?)

Class #7 / Wednesday January 31

The Changing American Society: Demographics / The Changing American Society: Subcultures /Brand Work

Readings to have completed by class today:

- Chapters 4 and 5, H&M
- Article: *American Generation Fast Facts*, CNN <http://www.cnn.com/2013/11/06/us/baby-boomer-generation-fast-facts/index.html> (According to these measures, from what generation are you? Your parents? Your grandparents?)
- Article: *Conspicuous Consumption? Yes, but it's Not Crazy*, The New York Times
<https://www.nytimes.com/2014/11/23/upshot/conspicuous-consumption-yes-but-its-not-crazy.html>

Also: Be sure to review the Score Sheet for the Brand Presentations.

Class #8 / Monday, February 5

Brand Presentations begin today. Send your visuals and handout (with bibliography on back to warrenms@cua.edu before the start of class today.

Class #9 / Wednesday, February 7

Brand Presentations continue.

Class #10 / Monday, February 12

The American Society: Families and Households /Group Influences on Consumer Behavior

Readings to have completed by class today:

- Chapters 6 and 7, H&M
- Article: *Sorry, Nobody Wants Your Parents' Stuff*, Next Avenue, <http://www.nextavenue.org/nobody-wants-parents-stuff/>



- Article: *When the Gospel of Minimalism Collides with Daily Life*, New York Times, <https://www.nytimes.com/2017/04/29/style/when-the-gospel-of-minimalism-collides-with-daily-life.html>

Class #11 / Wednesday, February 14

Sources for Oxford Tutorial due as PDF by the start of class to warrenms@cua.edu.

Overview of Internal Influences: Perception, Learning, Memory, and Product Positioning / Small Group Sharing of Findings from Oxford Tutorial (You will both give and get feedback.)

Readings to have completed by class today:

- Chapters 8 and 9, H&M
- Article and Videos: *When People Pay Attention to Ads and Why* <https://hbr.org/2015/10/when-people-pay-attention-to-video-ads-and-why>

Class #12 / Tuesday, February 20

Motivation, Personality, and Emotion; Attitudes and Influencing Attitudes

Readings to have completed by class today:

- Chapters 10 and 11, H&M
- Article: *New Research: Targeted Ads Can Improve Click-through Rates by 670%*, American Marketing Association <https://www.ama.org/publications/eNewsletters/Marketing-News-Weekly/Pages/targeted-ads-can-improve-click-through-rates-by-670.aspx>
(What are the ethical implications?)

Class #13 / Wednesday, February 21

MIDTERM

Class #14 / Monday, February 26

Self Concept and Lifestyle

Readings to have completed by class today:

- Chapter 12, H&M
- Article: *Consumption and the Self-Concept*, Journal of Media and Culture <http://journal.media-culture.org.au/0210/Pettigrew.php>
(Do you agree with the idea that there is a shift for sources of self concept which Pettigrew describes?)

Class #15 / Wednesday, February 28

The Consumer / Overview of Consumer Decision Process / Small Group Sharing of Findings From Oxford Tutorial (You will both give and get feedback.)

Readings to have completed by class today:

- *Evangelium Vitae*, point 2 "The Incomparable Worth of the Human Person", http://w2.vatican.va/content/john-paul-ii/en/encyclicals/documents/hf_jp-ii_enc_25031995_evangelium-vitae.htm

NO CLASS / SPRING BREAK, March 5 and March 7

Class #16 / Monday, March 12

Situational Influences

Readings to have completed by class today:

- Chapter 13, H&M



Class #17 / Wednesday, March 14

Problem Recognition

Readings to have completed by today:

- Chapter 14, H&M
- Video: *Ikea's New Ad Tries to Fix Relationships It Might Have Broken Up*, <http://fortune.com/2016/12/09/ikea-retail-therapy-campaign/>

Class #18 / Monday, March 19

Information Search

Readings to have completed by today:

- Chapter 15, H&M
- Article: *How Google Came to Dominate Search And What The Future Holds*, Forbes
- <https://www.forbes.com/sites/forbesagencycouncil/2017/06/05/how-google-came-to-dominate-search-and-what-the-future-holds/#339257a43872>
(What's the downside to this dominance?)

Class #19 / Wednesday, March 21

Ci #1 due as pdf file labeled name,ci1 to warrenms@cua.edu.

Alternative Evaluation and Selection / Small Group Sharing of Ci#1's

Readings to have completed by today:

- Chapter 16, H&M
- Article: *The Value of Customer Reviews and Brand Reputation*, American Marketing Association
<https://www.ama.org/events-training/Conferences/Pages/luke-wycoff-value-customer-reviews.aspx>
(Have you ever reviewed a product on-line? Did you get feedback from the company?)

Class #20 / Monday, March 26

Outlet Selection and Purchase / Small Group Sharing of Findings from Oxford Tutorial (You will both give and get feedback.)

Readings to have completed by today:

- Chapter 17, H&M
- Video: *Smarter Supermarket Shopping with Paco Underhill*, AARP Washington
<https://www.youtube.com/watch?v=RghUwYUHDUA>

Class #21 / Wednesday, March 28

Ci #2 due as pdf file labeled name,ci2 to warrenms@cua.edu.

Post-Purchase Processes / Small Group Sharing of Ci#2's

Readings to have completed by today:

- Chapter 18 H&M
- Article: *Cultivating Brand Loyalty in Even the Toughest Customer*, New York Times,
<https://www.nytimes.com/2016/06/06/business/media/cultivating-brand-loyalty-in-even-the-toughest-customer.html>



NO CLASS / EASTER MONDAY, Monday, April 2

Class #22 / Wednesday, April 4

Ci #3 due as pdf file labeled name,ci3 to warrenms@cua.edu.

Overview of Organizations as Consumers / Small Group Sharing of Ci#3's

Readings to have completed by today:

- *Chapter 19, H&M*
- *Video: Saturday Night Live Meeting, NBC, <http://www.nbc.com/saturday-night-live/video/snl-digital-short-business-meeting/n12124?snl=1>*

Class #23 / Monday, April 9

Consumer Behavior and Marketing Regulation

Readings to have completed by today:

- *Chapter 20, H&M*
- *Website: Explore the site for the Federal Trade Commission, especially the page on Advertising and Marketing, <https://www.ftc.gov/tips-advice/business-center/advertising-and-marketing>*

Class #24 / Wednesday, April 11

Ci #4 due as pdf file labeled name,ci4 to warrenms@cua.edu.

Small Group Sharing of Ci#4's/ Small Group Sharing of Findings from Oxford Tutorial (You will both give and get feedback.)

Class #25 / Monday, April 16

Oxford Tutorial Presentations / Submit visuals and handout with bibliography on back to warrenms@cua.edu by the start of class today.

Class #26 / Wednesday, April 18

Oxford Tutorial Presentations

Class #27 / Monday, April 23

Oxford Tutorial Presentations

NO CLASS / Wednesday April 25

FINAL EXAM DAY ____/____/18