

BA in Management Program
Fall 2024
MKTG402 – Consumer Behavior

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Office Hours: Please make an appointment by e-mail

Type	Time	Days	Where
Class	9:40 am - 12:30 pm	W	FENS G055

Course Objectives:

This course explores the psychological and socio-cultural factors influencing consumer behavior. It aims to provide insights into how consumers perceive the marketing stimuli around them, form attitudes, and make consumption decisions, as well as how the culture shapes consumer behavior. The class discussions, assignments, and a team project help students develop a deep understanding of consumer behavior and its practical relevance for businesses. The course provides not only essential theoretical elements of consumer behavior but also provides practical knowledge about how to conduct and interpret consumer research. This course will enable students to analyze consumer behavior dynamics critically and adopt a "consumer-oriented" vision as future managers.

Learning Outcomes:

1. Describe the key concepts and theories related to consumer behavior.
2. Use the main consumer behavior theories to explain individuals' marketplace behavior.
3. Interpret the influences of cultural, social, and psychological factors on the consumer decision-making process.
4. Discuss how various marketing strategies and initiatives of businesses may shape consumer behavior, along with ethical considerations.
5. Explain the fundamental principles of consumer research, and make use of consumer research to make managerial decisions.

By the end of this course, students should be able to:

- Apply consumer behavior principles to real-world marketing scenarios.
- Discuss the ethical and societal considerations regarding consumer well-being.
- Interpret the main findings of consumer research to inform marketing strategies.
- Demonstrate practical communication skills in English by oral, written, graphical, and technological means.
- Take individual and team responsibility, function effectively and respectfully as an individual and a member of a team.

Course Material:

- Lecture slides: All will be uploaded to SUCourse+
- Required Readings & Cases: All will be uploaded to SUCourse+

Recommended Books (Optional):

The material below may help us understand consumer behavior theories covered in class. It is not obligatory to read these books, and they are not part of the course assessment. However, they may be useful for students who would like to deepen their understanding of consumer behavior.

- Textbook (Optional): Solomon M.R (2019). Consumer Behavior: Buying, Having, and Being, Global Edition (13th Ed.) ISBN 10: 1292318104. ISBN 13: 978-1292318103
- Gladwell, M. (2006). Blink: The power of thinking without thinking. New York: Little, Brown and Co.
- Thaler, R. H., & Sunstein, C. R. (2021). Nudge: The final edition. Yale University Press.

Course Web:

All course material will be on SUCourse+. Please check SUCourse+ page **regularly before each class**. Sabanci University uses a very powerful web-based tool called Turnitin. Turnitin is the worldwide standard in online plagiarism prevention. It allows instructors to compare student papers against a database of millions of articles. Turnitin will scan every document you submit, and your grades will reflect the results. Every individual and team assignments of this course will be checked through Turnitin regarding the originality.

The use of generative AI (e.g., chat GPT) will be traced through algorithms that can detect to what extent AI has produced a document. You can brainstorm with generative AI for your assignments, but always rely on primary sources of information (e.g., scientific articles) and explain your decisions in your own words for your assignments.

Instructional Design:

Classes will be in person unless there are exceptions or changes in the university requirements. Each week, we will learn about theories related to consumer behavior and apply them to real life by discussing articles, cases, or videos. The regular sessions require students to prepare for the course material before each session and contribute to the discussions actively. Please see the course schedule at the end of this syllabus.

Grading:

In-class participation	: 20 %
Midterm Exam 1	: 22.5 %
Midterm Exam 2	: 22.5 %
Final Team Project	: 35 %

Peer Evaluation in Teamwork

Peer evaluation has a significant impact on the Team Project grade of each team member. Students will be asked to provide an evaluation of their team members in the Team Project. Each student will divide 100 points between their team members, including themselves. This division should reflect that person's judgment of the contribution of each team member. The scores should not be merely functions of time spent by each member, but they should be measures of the "contribution," their relative contribution to the idea generation, research, analysis, writing, oral presentation, report writing, etc. If the team was highly functional, and each member did what they committed themselves to, then the student can assign the same mark to each team member. If, on the other hand, some team members fulfilled their commitments and contributed less than others, then points can be distributed unevenly. The instructor will aggregate the points submitted by all team members. Every student will be given their aggregate peer evaluation without disclosing the individual peer evaluations to the students.

In case there is no consensus among the team, for example, if three students divide the marks evenly and the fourth one divides them unevenly, then the instructor will use her judgment to assign peer evaluation marks; and this might require a call for a meeting. For example, in a team of four, if Students A and B believe they did most of the work, and Students C and D believe otherwise, the team may be called in for an interview to be fair to everyone. Past experience indicates that in most teams, points will be distributed evenly. There will be a few teams where peer evaluations will play a role in the marks. The primary goal of this exercise is to avoid giving undeserved credit to individuals who did not help their teams. However, it is possible to have upward adjustments of marks in case of students who have done more than what the team expected of them.

The peer evaluation will have a direct impact on your Team Project Grade. For example, if the team grade is 30 out of 35, and if your peer evaluation indicates that your contribution was less than what was expected, then your Final Team Project grade will be less than 30. There are no simple rules for adjustment.

For your teamwork assessment, a peer evaluation template is available on SuCourse+. Please complete the template based on your personal assessments of your teammates and upload the filled form to SuCourse+ **no later than 3 January 2025, midnight**. Late submissions of the peer evaluation form will result in it not being considered. Non-submission will be treated as an indication of equal participation.

Requirements:

In-class participation	: 20 %
Midterm Exam 1	: 22.5 %
Midterm Exam 2	: 22.5 %
Final Team Project	: 35 %

In-class participation (20%): In-class participation refers to your active contribution to the lecture discussions and your engagement with in-class exercises, readings, case studies, mini-quizzes, etc. Note that attendance alone will not validate a full participation grade.

Midterm Exam 1 (22.5%): The first midterm exam will be a closed-book exam that combines multiple-choice and short-essay questions. It will include some theoretical questions measuring students' knowledge of key consumer behavior theories and concepts covered in class and some mini-cases measuring their ability to apply these theories in practice. All the content covered in class is exam-relevant (e.g., slides, notes, cases, in-class exercises, required readings, including scientific articles).

Midterm Exam 2 (22.5%): The second midterm exam will be a closed-book, and a mixture of a multiple-choice and short-essay questions. It will include some theoretical questions measuring students' knowledge of key consumer behavior theories covered in class and some mini-cases measuring their ability to apply these theories in practice. All the content covered in class is exam-relevant (e.g., slides, notes, cases, in-class exercises, required readings, including scientific articles).

Final Team Project (35%): The final team project is a significant component of this course, allowing you to apply your knowledge of consumer behavior to real-world situations. The team project consists of two stages:

Stage 1—Project Proposal (8%): Each team should identify a marketing issue or a societal issue to which they will produce a solution in the second stage of the team project. This issue should be based on primary and/or secondary research findings and big enough in the sense that we should care about solutions. The topic can vary widely, from sustainability and ethical consumption to the impact of technology on buying decisions. Example topics and detailed project guidelines will be provided during the course.

For this first stage, each team should deliver a short project proposal presentation and a short memo. The presentation and memo should clearly identify the problem and communicate the project plan. At the end of this stage, each team will receive feedback that will help with the second stage of the project.

Stage 2—The Campaign (27%): In this second stage of the project, each team will collaborate to develop a campaign that solves the issue they identified in the first stage. This campaign can take various forms, such as social media content (e.g., a TikTok or YouTube video), a flyer, or any other creative medium.

Main Components of Stage 2:

- Campaign Creation: Each team will create a campaign that addresses a marketing problem or societal issue. Teams will have the creative freedom to choose the format of their campaign (e.g., TikTok, YouTube video, record of a live event, etc.). The solution should be feasible and relevant to the identified problem.
- Campaign Presentation: Each team will explain their campaign with a video presentation. This video presentation should effectively convey the purpose and impact of the campaign. **(Deadline: 3 January 2025, midnight).**

- **Project Report:** Alongside the presentation, each team must submit a managerial report. This report should justify the decisions made during the campaign development and explain how it is intended to change consumer behavior. It should also discuss any challenges faced and lessons learned during the project. **(Deadline: 3 January 2025, midnight)**

More details about the team project will be given during the class. Effective teamwork is essential for the success of this project. Each team member should contribute actively to issue identification, initiative development, and the presentation/reporting process. See the rules about peer evaluation in the grading section of this syllabus.

Academic Honesty:

Learning is enhanced through cooperation, and as such, you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or websites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text, and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one's paper or assignment is *collusion*. **Cheating, plagiarism, and collusion are serious offenses that could result in an F grade and disciplinary action.** Please pay utmost attention to avoid such accusations.

Classroom policies and conduct:

Sabancı BA in Management Program values participatory learning. Establishing the necessary social order for a participatory learning environment requires that we all:

- Come prepared to make helpful comments and ask questions that facilitate your understanding and that of your classmates.
- Listen to the person who has the floor.
- Do not disturb your classmates.
- Come to class on time. Being late to the class will be considered as non-attendance.
- You can use your laptops during class, but only for class activities such as taking notes or preparing for in-class activities. You should not be doing any non-class activities during class time.
- Phone use for personal business is strictly prohibited in the classroom. Texting or making phone calls during the class is not allowed. If you are expecting an important phone call during the class hour, you should inform the instructor before the lecture to be able to go out to take the call and come back to the classroom.
- Late assignments will incur a penalty grade unless accompanied by an official document justifying the delay. Each day the assignment is overdue will result in a 10% deduction from the grade as a penalty. For example, if the assignment is one day overdue, there will be a 10% reduction; if it is two days overdue, there will be a

20% reduction, and so forth. Assignments overdue by more than seven days will receive a grade of 0.

- It is not possible to provide make-up for in-class exercises and activities.
- Make-up exam will be given only if absence is justified with an official document.
- Make-up exam might be oral if needed.
- There will not be extra credits provided for the assignments, but if you are concerned about your performance, you can always ask for feedback for your improvement in the next assignment. Last-minute requests, such as extra homework/assignments at the end of the semester, will not be facilitated.
- The course material (slides, notes, etc.) is solely for your personal study and academic use. Sharing it on online platforms without permission is a violation of the instructor's intellectual property rights and university policies, which will result in legal action. Please refrain from unauthorized distribution of course materials.

Course Schedule:

The schedule below might change throughout the semester (if that happens, the change will be announced to the students by email, and the updated syllabus will be uploaded to SUCourse+). All materials in the requirements section will be available on SUCourse+ before the lecture hour. Please regularly follow course announcements.

Week 1	Date: 25/09/2024 Topic: Course Introduction & Introduction to Consumer Behavior
	Requirements: Read this course syllabus before the class.

Week 2	Date: 02/10/2024 Topic: Perception & Attention
	Requirements: Read the article before the class: Madzharov A, Block L, Morrin M. (2015) The Cool Scent of Power: Effects of Ambient Scent on Consumer Preferences and Choice Behavior. <i>Journal of Marketing</i> , 79(1):83-96.

Week 3	Date: 09/10/2024 Topic: Learning & Memory
	Requirements: Watch this YouTube Video (Peggy Andover): https://www.youtube.com/watch?v=H6LEcM0E0io

Week 4	Date: 16/10/2024 Topic: Motivation & Emotion
	Requirements: Read the article before the class: Shiv, B., & Fedorikhin, A. (1999). Heart and mind in conflict: The interplay of affect and cognition in consumer decision making. <i>Journal of Consumer Research</i> , 26(3), 278-292.

Week 5	Date: 23/10/2024 Topic: Attitudes & Attitude Change
	Requirements: Before the class, go to https://www.getbadnews.com/en and play the game for at least 30 minutes.
	Read the article before the class: Maertens, R., Roozenbeek, J., Basol, M., & van der Linden, S. (2021). Long-term effectiveness of inoculation against misinformation: Three longitudinal experiments. <i>Journal of Experimental Psychology: Applied</i> , 27(1), 1-16.

Week 6	Date: 30/10/2024 Topic: Consumer Research Methods I
	Requirements: To be announced later.

Week 7	Date: 06/11/2024 Topic: Midterm 1 Exam The exam will be in class during the lecture hours.
	Requirements: Topics: Week 1 – Week 5 (inclusive)

Week 8	Date: 13/11/2024 Topic: Consumer Research Methods II
	Requirements: To be announced later.

Week 9	Date: 20/11/2024 Topic: Team Project Proposal Presentations
	Requirements: This session is dedicated to the Team Project Proposal Presentations. Each team will present their proposal and receive feedback.

Week 10	Date: 27/11/2024 Topic: Self & Personality and Lifestyles Culture & Subculture Social (Media) Influences on Consumption
	Requirements: Read the case before the class: “Red Bull: Giving wings to a way of life” (Redbull case)

Week 11	Date: 04/12/2024 Topic: Heuristics & Biases & Decision Making
	Requirements: Go to The Heuristics-and-Biases Inventory Learn at least three heuristics or bias from the list
	Read the article before the class: Tversky, A., & Kahneman, D. (1974). Judgment under Uncertainty: Heuristics and Biases: Biases in judgments reveal some heuristics of thinking under uncertainty. <i>Science</i> , 185(4157).

Week 12	Date: 11/12/2024 Topic: Ethical Considerations & Consumer Well-Being
	Requirements: Go to http://www.footprintcalculator.org/home/en and take the quiz before the class.
	Read the blog before the class: “Earth Overshoot Day: How BOLD Ideas Helps to Move the Date” (Schneider Electric)

Week 13	Date: 18/12/2024 Topic: Midterm 2 Exam The exam will be in class during the lecture hours.
	Requirements: Topics: Week 6 – Week 12 (inclusive)

Week 14	Date: 25/12/2024 (Online Session) Topic: Course Debriefing Q&A Session for final teamwork
	Requirements: Deadline: By 3 January 2025, 23:59 pm, submit your: <ol style="list-style-type: none"> 1) Campaign itself, 2) Campaign presentation in video format, 3) Campaign report, 4) Filled team peer evaluation form

About your professor:

My name is İpek Nibat - I am an Assistant Professor in Marketing at Sabancı University. Before joining Sabancı University, I earned my Ph.D. in Business Administration at Grenoble Ecole de Management, France. My research field is consumer behavior, and I mainly investigate consumers' judgment biases driven by animosity and misinformation. In my research, I use quantitative research methods, including experiments, meta-analyses, eye-tracking studies, and implicit association tests. Before my Ph.D. studies, I received a master of science degree in marketing management from Bocconi University in Italy. I earned my bachelor of science degree in business administration from Bilkent University.

I have previously taught a range of marketing courses, including Advanced Consumer Psychology (graduate), Consumer Behavior (graduate and undergraduate), Market Research (undergraduate), and Introduction to Marketing (undergraduate). I genuinely enjoy both teaching and researching consumer behavior. During our interactive sessions, I aim to provide you with up-to-date background from academic literature and essential tools for your future career. I look forward to seeing you in class!!