

SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

Voyage:	Spring 2023
Discipline:	Marketing
Course Number and Title:	MKT 361 Buyer Behavior
Division:	Upper
Faculty Name:	Bonnie Simpson
Semester Credit Hours:	3

Prerequisites: The standard CSU prerequisite as listed in the course catalog – one (1) upper division fundamentals of marketing course – has been waived by the instructor.

COURSE DESCRIPTION

Effective marketing and shrewd consumerism both depend on an understanding of why we as consumers act as we do. This course focuses on understanding and predicting buyer behavior and has two main objectives: (1) introduce students to the classic theories and practice of consumer behavior and the implications of the most current academic research in the field; and (2) enable students to apply consumer behavior concepts to real world marketing and consumption problems. Semester at Sea provides an incredible opportunity to integrate theories from marketing, psychology, sociology, anthropology and economics to explore how buyer behavior around the world is shaped by internal and external forces. A high level of class participation is expected, and students should be prepared for small group collaborative learning as they work to understand what drives buyer behavior to inform both marketing decision making and their own daily experiences.

LEARNING OBJECTIVES

- Identify the key terms, concepts, and theories of consumer behavior.
- Evaluate the principal theories of consumer behavior; critically assess strengths, limitations and applications.
- Apply consumer behavior concepts to real world marketing problems and develop better marketing programs and strategies to influence those behaviors.
- Analyze the current trends in consumer behavior; and apply them to the marketing of an actual product or service.
- Students will gain experience in, and develop an appreciation for, adopting a customer focus, taking into account the background of a global consumer.
- Several class activities will be completed in teams, and as such, students will hone their teamwork (and associated communication) skills.

REQUIRED TEXTBOOKS

AUTHOR: Michael R. Solomon
TITLE: Consumer Behavior: Buying, Having, and Being
PUBLISHER: Pearson
ISBN: 9780135200155
DATE/EDITION: 2020 (13th Edition)

TOPICAL OUTLINE OF COURSE

Embarkation Day – January 5

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|-----|---|------------|
| 1: | Class Introduction | Chapter 1 |
| 2: | Consumer and Social Well-Being | Chapter 2 |
| 3: | Preparing for Group Work | |
| 4: | Perception | Chapter 3 |
| 5: | Learning and Memory | Chapter 4 |
| 6: | Motivation and Affect | Chapter 5 |
| 7: | The Self | Chapter 6 |
| 8: | Exam #1 | |
| 9: | Personality, Lifestyles, and Values | Chapter 7 |
| 10: | Attitudes and Persuasive Communications | Chapter 8 |
| 11: | Attitudes and Persuasive Communications continued | |
| 12: | Decision making | Chapter 9 |
| 13: | Buying, Using, and Disposing | Chapter 10 |
| 14: | Group Influences | Chapter 11 |
| 15: | Exam #2 | |
| 16: | Social Media | |

17:	Income and Social Class	Chapter 12
18:	Subcultures	Chapter 13
19:	Culture	Chapter 14
20:	Project Working Day	
21:	Presentations	
22:	Presentations	
23:	Sustainability and consumer behavior	White et al. (2019)
24:	What makes us happy?	Dunn et al. (2011)
25:	Exam #3	

Disembarkation Day – April 20

FIELD WORK

Semester at Sea® field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete a Comparative Experiential Project that span multiple countries.

Field Class & Assignment

STUDENTS: Field Class proposals listed below are not finalized. Confirmed ports, dates, and times will be posted to the [Spring 23 Courses and Field Class page](#) when available.

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class.

Field Classes constitute 20% of the contact hours for each course.

Field Class Title: The Global Consumer

Outcomes:

- Analyze current trends in consumer behavior
- Develop an appreciation for the unique needs and motivations of a global consumer.
- Apply consumer behavior concepts to real world marketing problems.

Activities:

Have an opportunity to see where local consumers shop, and what items are considered necessities and luxuries in their consumption habits. Examine how marketers reach local consumers and assess similarities and differences to other markets.

Meet with an advertising or marketing agency to a) understand differences in consumer groups locally, b) compare to global and home markets, c) how the agency works to research to understand consumers, and d) to create marketing materials to reach them.

Assessment:

Students will participate in observation of local consumers during the field class. By the end of the field class, in small groups, they will choose one specific consumer behaviour activity (e.g., coffee consumption, footwear, sports team wear) that they will 'follow' throughout the voyage. The field class will set the tone for how observations of the chosen activity might be made, what types of activities could be examined, how to approach consumers respectfully, and how to connect observations to course theory.

For assessment, students (in their groups) will prepare a presentation that tells a 15 minute 'story' about why and how consumers engage in the behavior of their choice around the world, contrast similarities and differences, and ground their story in consumer behavior theory. The project is worth 15% and may be delivered in any creative format such as a slide deck, photos, videos, interviews, music, acting, or others. Groups will share their story with rest of the class during assigned presentation dates and evaluation will include appropriate use of course concepts, narrative, and creativity.

Participation in the field class will additionally be worth 5% of the grade. This will include preparation for the class through contribution of questions for those we will interact with, active participation during the day, and a short summary done in small groups of the consumption behavior of focus that the group selects for the project above as we reflect and debrief (due at the end of the field class day).

Comparative Experiential Project

The CEP is the required comparative assignment that span multiple countries. The Comparative Experiential Project constitutes at least 5% of the grade for each course.

Throughout the term students will complete small in-class assignments that will require observation on and reflection from independent field experiences. While primarily in-class, they may require some preparation outside of class time. For instance, in our lecture on Attitudes and Persuasive Communication you might be asked to make observations (take notes, pictures) about course concepts or examples while visiting one country. In our following lecture you might then work in a small group to develop a short report on how your observations align with or inform your understanding of the concepts. We will then compare these observations to the persuasion tactics we encounter in subsequent countries. The goal of these experiential components is to enhance the course content through application.

These will be graded as either completed/not and thus attendance and active participation is necessary. For each in-class assignment not completed, 2% of the grade (up to 20%) will be deducted.

METHODS OF EVALUATION

20% Exam #1
20% Exam #2
20% Exam #3
20% Field Class Assessment (5% participation, 15% Tell Your Story Project)
20% Comparative Experiential Project
100% Total

GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea® coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea® in accordance with the grading system at Colorado State University (the academic partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%: F
93-96%: A	83-86%: B	70-76%: C	
90-92%: A-	80-82%: B-	60-69%: D	

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea® classes, including the Field Class, is mandatory. Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor's supervision (e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

CLASSROOM CLIMATE

Semester at Sea® is committed to the Voyage Community Values. Consequently, the classroom environment is founded on mutual respect, community, and an aim toward equity. The Voyage Community Values support the creation of a collaborative and vibrant community. Our community is the foundation of our learning, critical inquiry, and discovery. Each member of this course has a responsibility to uphold these values when engaging with one another.

With that, please review the following Voyage Community Values:

- **Well-Being:** We commit to the health, safety and well-being of ourselves, all members of our voyage community, *and* members of the communities we will visit.
- **Interconnectedness:** We understand our actions and attitudes have an impact locally and globally. We always seek to positively affect the planet and the people around us near and far.
- **Respect:** We honor the inherent dignity of *all people* with an abiding commitment to freedom of expression, scholarly discourse and the advancement of knowledge. We have the right to be treated, and the responsibility to treat others, with fairness and equity.
- **Inclusion:** We ensure inclusive environments that welcome, value, affirm and embrace *all people* within the shipboard community and in each country we visit.
- **Integrity:** We are honest and ethical in all of our interactions, including our academic work. We hold ourselves accountable for our actions.
- **Excellence:** We model the highest academic standards of preparation, inquiry and knowledge and consistently seek to understand complex issues and express informed opinions with courage and conviction.

LEARNING ACCOMMODATIONS

Semester at Sea® provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A letter from students' home institutions verifying the accommodations received on their home campuses (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit verification of accommodations to their Student Services advisor as soon as possible, but no later than two months prior to the voyage. More details can be found within the **Course Registration Packet**, posted to the student portal prior to registration.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative

commitment to academic integrity. All Semester at Sea® courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: “I have not given, received, or used any unauthorized assistance on this exam/assignment.”

RESERVE BOOKS FOR THE LIBRARY

None

FILMS

None

ELECTRONIC COURSE MATERIALS

None