



## Consumer Behavior

COURSE CONTENTS A.Y. 2012-2013

**Codice 20175**  
**Class 10**

Instructors: Caleb Warren and Martin Schreier.

**Bocconi**

Date	Hours	Room
Thursday	1:00 – 4:00	N33

For the detailed schedule of the course please check on Bocconi's website or on the yoU@B

### Course Description and Objectives:

Marketing begins and ends with the consumer from determining the consumers' wants and needs to providing customer satisfaction. Thus, a clear understanding of the principles and concepts of consumer behavior is critical to creating a successful marketing strategy.

This class examines how psychological and cultural processes influence how people buy, use, or experience products and services. By taking this class you should learn to analyze consumer behavior and be able to recommend marketing strategies based on theory and empirical evidence.

Specifically, the course will help students:

- Gain a deeper understanding of how the consumer contributes to the success of a brand or firm
- Learn the concepts underlying and theories explaining consumer behavior
- Learn how to implement these theories and concepts into effective marketing strategies
- Gain a better understanding of themselves as consumers

## Course Material:

### *Attending Students*

- Class notes
- Collection of readings provided by the instructor (will be assigned at the end of each lecture)
- Anderson, E. and Simester, D. (2011). "A step-by-step guide to smart business experiments". *Harvard Business Review*, 89(3), 98-105.
- Hoyer & MacInnis, Consumer Behavior, Houghton Mifflin. (chapters assigned by instructor)

### *Required Reading for Non-attending Students*

- Hoyer & MacInnis, Consumer Behavior, Houghton Mifflin.

## **Description of Assessment Methods**

### *Attending students (see below for details)*

- Team projects (50%)
- Final written exam (50%)

### *Non - Attending students*

- Written final exam: 30 points

**Tentative Course Schedule (this may change)**

<i>session*</i>		<i>Topic</i>	<i>Teacher</i>	<i>Reference</i>
<b>1</b>	9/13	Introduction	CW	
<b>2</b>	9/13	Motivation and Goals	CW	
<b>3</b>	9/20	Experimentation 1	MS	
<b>4</b>	9/20	Experimentation 2	MS	
<b>5</b>	9/26	Experimentation 3	MS	
<b>6</b>	9/26	Experimentation 4	MS	
<b>7</b>	9/27	Experimentation 5	MS	
<b>8</b>	9/27	Experimentation 6	MS	
<b>9</b>	10/4	Cognition 1	CW	Project 1 Presentations
<b>10</b>	10/4	Cognition 2	CW	Project 1 Presentations
<b>11</b>	10/11	Attitudes	CW	Project 1 Presentations
<b>12</b>	10/11	Decision Making	CW	Project 1 Presentations
<b>13</b>	10/18	Social Influence	CW	Project 1 Presentations
<b>14</b>	10/18	Cultural Influence	CW	Project 1 Presentations
<b>15</b>	11/8	Identity	CW	Project 1 Presentations
<b>16</b>	11/8	Segmentation	CW	Project 1 Presentations
<b>17</b>	11/15	New Products	CW	Project 1 Presentations
<b>18</b>	11/15	Diffusion of Trends	CW	Project 1 Presentations
<b>19</b>	11/22	Student presentations	CW	Project 2 Presentations
<b>20</b>	11/22	Student presentations	CW	Project 2 Presentations

## Office hours

Office hours are available at: (<http://www.uni-bocconi.it> > [Quick Reference for](#) > [Current Students](#) > [Timetables, Calendars and Rooms](#) > [Student consultation hours](#)).

Office hours could vary: please check on the website.

## Segreteria Marketing

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### HONOR CODE

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