

Syllabus

MKT 661 Consumer Behavior

Spring Semester (FSS) 2024

Instructor	Prof. Dr. Wayne D. Hoyer McCombs School of Business, the University of Texas at Austin
Course assistant	Guzi Huang E-mail: guzi.huang@uni-mannheim.de
Date and location	Monday, 11.03.2024, 1:45 – 5:00 p.m. (L 9, 1–2, Room 001) Tuesday, 12.03.2024, 1:45 – 5:00 p.m. (L 9, 1–2, Room 001) Wednesday, 13.03.2024, 1:45 – 5:00 p.m. (L 9, 1–2, Room 001)
Course description	The course examines the key aspects of consumer behavior. It defines consumer behavior as the acquisition, consumption, and disposition of goods, services, time, and ideas by (human) decision making units. Based on this definition, important implications for retailing are explored. Starting from the Elaboration Likelihood Model, we distinguish between the central and peripheral route of information processing and discuss topics such as decision making and store choice (both high and low involvement).
Learning outcomes	Students understand the key aspects of consumer behavior with specific application to marketing communication and retailing. They will be able to apply and adapt their knowledge to develop strategies and tactics for both areas.
Course outline	<p>Session 1: Key Aspects of Information Processing</p> <ul style="list-style-type: none"> • Which factors determine the degree of consumers' information processing intensity? • What are the elementary stages of information processing? <p>Session 2: Central Route Processing</p> <ul style="list-style-type: none"> • What are the subsequent stages of the cognitive decision making process? • How should marketing communications- and retailing strategies be designed if consumers' engage in central route processing? <p>Session 3: Peripheral Route (Low Involvement) Processing</p> <ul style="list-style-type: none"> • What are key differences between high and low involvement information processing? • Which strategies can be applied if consumers' engage in peripheral route processing?
Recommended reading	No compulsory readings are required for this course. Recommended literature: <i>Hoyer, Wayne D., Rik Pieters, and Deborah J. MacInnis (2013), Consumer Behavior. Mason, OH: South-Western Cengage Learning.</i> The book is available for purchase at regular and online bookstores. Further, the Mannheim University Library holds a number of copies for rent.
Grading policy	Students will receive one final grade on this course. The final exam will be a closed-book exam and will make up 100% of the final grade. The examination time is 45 minutes.
Registration	Course registration via the Portal2 system is required.
Course material	The course reader could be purchased during the first session.
General information	ECTS credits: 2 Lecture: Block seminar Course language: English

Last updated: 29. Jan 2024