



ADV 4317 Consumer Behavior
Location TBD

Instructor: Ms. Julie Abdinoor
Phone: 214.264.4804 | Email: jabdinoor@smu.edu
Office Hours by appointment

Textbook

Michael R. Solomon, Consumer Behavior: Buying, Having, and Being, 11th Edition

Course Description

Immerse yourself into the exciting world of Consumer Behavior. Mixing lectures, discussions, activities and research, you'll never look at shopping the same way again. Applying knowledge from a variety of social sciences to the study of consumers, both as individuals and as members of larger groups, we'll draw upon theories from many disciplines to study the behavior of consumers from the standpoint of culture, sub-culture, social class, social groups, and family, all with a focus on advertising ramifications. Key theoretical topics include motivations, attitudes, beliefs and learning, as well as social and ethical considerations in cross-cultural advertising.

Course Objective

Obtain a thorough understanding of consumers and their decision-making processes – a critical first step in developing effective advertising strategies.

Key Learning Objectives:

- Fundamental concepts of consumer behavior
- Practical application of concepts in marketing strategy
- Internal dynamics of consumers as individuals
- Decision making processes of consumers
- External factors that influence consumers

Prerequisites: ADV 2374 and two from ADV 2395, 3362, and 3385. Restricted to advertising majors and minors.

University Curriculum: Individuals, Institutions, and Cultures I

Course Format

- Interactive class presentations and discussions, as well as in-class activities.
- Informative, easy to read textbook accentuates the active learning environment.
- Please bring a tablet or laptop that you can use to research and post to Blackboard.

Attendance

Exceptional attendance is required and expected at SMU and in any profession; please refer to SMU's policy on excused absences for University-sanctioned activities. Your attendance in this

course can greatly contribute to the progress of the class. Students are expected to arrive on time and to stay for the entire class period. Random arrivals and exits are disrespectful.

Grading

Your grade will be determined by scores on three exams, a mandatory final exam, meaningful class participation, and three activities.

- 3 Multiple Choice Section Exams – 100 pts each (45%)
- Comprehensive Final Exam – 300 pts (15%)
- Student Activities – 200 pts. (20%)
- In-Class Exercises & Participation 200 pts. (20%)
- **Total possible points: 1000**

Grading Scale

A = 100 - 94
A- = 93 - 90
B+ = 89 - 87
B = 86 - 84
B- = 83 - 80
C+ = 79 - 77
C = 76 - 74
C- = 73 - 70
D+ = 69 - 67
D = 66 - 64
D- = 63 - 60
F = Below 60

A: Superior achievement, beyond what is required
B: Very good achievement, above average
C: Average, minimum expected
D: Below Average
F: Failure

Student Activities

Each student will complete three activities or case studies for discussion in class. Topics will pertain to the chapter and cover the student's area of interest. These activities are designed to integrate concepts and applications into a persuasive format. More information will be provided on Blackboard.

SMU COURSE POLICIES

Academic dishonesty and the SMU HONOR CODE:

Cheating and academic dishonesty will not be tolerated on any level in this class. Please familiarize yourself with the University's Honor Code at the following url:

<http://www.smu.edu/StudentAffairs/StudentLife/StudentHandbook/HonorCode>

Disability Accommodations: Students needing academic accommodations for a disability must first be registered with Disability Accommodations & Success Strategies (DASS) to verify the disability and to establish eligibility for accommodations. Students may call 214-768-1470 or visit <http://www.smu.edu/ALEC/DASS> to begin the process. Once registered, students should then schedule an appointment with the professor to make appropriate arrangements.

Religious Observance: Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.)

Excused Absences for University Extracurricular Activities: Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (University Undergraduate Catalogue)

Course Schedule

- Have assigned textbook pages read before the beginning of each class and be prepared to actively discuss.
- Bring a laptop/notebook/tablet to class

DATE	READ	TOPIC	CLASS
Thu, May 14	Chapter 1 & 2	Buying, Having & Being Decision Making	Bring your favorite product to class
Fri, May 15	Chapter 3	Cultural Influences	Student Activities
Mon, May 18	Chapter 4	Social Well-Being	Student Activities Section One Test
Tue, May 19	Chapter 5	Perception	Student Activities
Wed, May 20	Chapter 6	Learning and Memory	Student Activities
Thu, May 21	Chapter 7	The Self	Student Activities
Fri, May 22	Chapter 8	Attitudes and Persuasion	Student Activities Section Two Test
Tue, May 26	Chapter 9	Group and Situational Effects	Student Activities
Wed, May 27	Chapter 10, 11	Consumer Identity I: Sex Roles & Subcultures Consumer Identity II: Social Class & Lifestyles	Student Activities
Thu, May 28	Chapter 12	Networked: Word of Mouth, Social Media, and Fashion	Student Activities Section Three Test
Fri, May 29		FINAL EXAM	

Instructor Bio

A dedicated consumer behaviorist, Julie Abdinoor began her career in advertising over 25 years ago. After receiving her M.B.A. from Purdue University in 1998, she hopped over to the client side. Her wide range of experience includes digital startups to Fortune 500 companies in industries including retail, healthcare, service, entertainment, events, real estate, manufacturing and telecommunications.