

**RM 3124 Consumers of Design**  
**Section 1**  
*Claire Whang*



## **RM 3124 Consumers of Design**

Spring 2017, 3 credits  
 Tue & Thur, 10:15 – 11:30am, 10 McNeal

**Instructor** Claire Whang  
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**Office hours** Thursday 11:30~12:30 by appointment

### **OVERALL COURSE DESCRIPTION/COURSE OBJECTIVES**

This course provides the discipline and contemporary approaches to the study of consumer behavior. We look at how consumers influence the area of marketing and at how marketers affect us. We focus on the context of apparel industry to understand consumption activities why people buy certain products and services. We also document how culture influences consumer buying decisions. This course discusses the internal influences (e.g., perception, learning and memory, the self, attitudes) and the external influences (e.g., group, situational effects, sex roles, subculture, social class, and lifestyle) on consumer decision making behavior.

### **EXPECTED OUTCOMES**

By the end of the term students will be able to:

- (1) Have insights in consumer behavior principles.
- (2) Think critically about making marketing decisions.
- (3) Understand differing needs and values of buyers and markets.
- (4) Apply knowledge of consumer behavior related theories associated with apparel industry.

### **TEXT**

Solomon, M.R. (2016). Consumer behavior: buying, having, and being (12th Ed.). Upper Saddle River NJ:Prentice Hall.

Additional readings and resources will be available on the Moodle course site.

**COURSE WEBSITE** <https://ay16.moodle.umn.edu/course/view.php?id=12911>

It is important that students regularly check the Moodle site. Class materials such as lecture notes and readings and assignment/exam grades will be posted on Moodle.

### **COURSE POLICIES**

1. During the class meetings, active participation is essential. You are expected to come to the class in a timely manner and to stay all class time. You should be prepared to discuss the subject matter and get involved in class activities. Disruptive behaviors (e.g., talking in the class, doing work for another class, using electronic devices for any other purpose than class activities) will negatively influence your participation and will affect your grade in the class.

2. Absent or tardy students are responsible for any missed class work and information, including any changes to the syllabus or assignments announced in classes. The lecture/discussion will not be repeated for any individual who was absent from class. If you come late and miss in-class activities or quizzes, **there will be NO MAKE UP for those.**

3. Show respect for other classmates and your instructor. **TURN YOUR ELECTRONIC DEVICES OFF** during the class time (no buzzing sound!). It is not acceptable to take or make private calls/text messages during class.

4. **ACADEMIC DISHONESTY IS A SERIOUS OFFENCE AND WILL BE DEALT WITH ACCORDINGLY.** At no time is copying other people's words or ideas permissible. Plagiarism also includes using work completed in a previous class for credit in another class. Academic misconduct includes signing other students' name for attendance, cheating on the test, copying other people's work without proper citation, tracing other people's work, and so on. If academic dishonesty is found, the student(s) will be dismissed from the class and reported to the Office of Student Conduct and Academic Integrity (OSCAI).

5. Any student who feels he/she may need an accommodation based on the impact of a disability should contact the instructor privately to discuss specific needs. Students with disabilities are encouraged to contact the **Disability Services (612-624-1333, 180 McNamara)** to coordinate course accommodations.

6. Grading Appeals: You may appeal your grade on any assignment or exam within ONE WEEK of the time your grade is posted on Moodle. All appeals must be computer generated and include the reason for the appeal and any sources that support your appeal.

7. Exam questions are not to be released and students will be asked to return the exams as well as the answer sheets. Prior approval to miss an examination will be given in the event of extenuating circumstances and the student will be expected to present the proof of such extenuating circumstances. Proof of such incidences should be original and official documents. Personal letters or copied documents are not acceptable. Doctors' visits due to minor illness cannot be a legitimate excuse. **REQUESTS FOR MAKE UPS DUE TO AN EMERGENCY MUST BE RECEIVED BY E-MAIL BY MIDNIGHT ON THE SCHEDULED EXAM DATE.** The instructor holds the right to determine whether the student will be required to take a make-up examination or not. **MAKE UP EXAMS ARE DIFFERENT FROM THE ORIGINAL IN TERMS OF FORMAT, LENGTH, AND DIFFICULTY.**

8. Due dates: It is expected that students hand in assigned work by the date and time indicated. Late work will be accepted for up to **one week after the due date**. Late work will be graded and then a deduction of 50% will be taken. For example, if there is a 100 point assignment that is turned in late and the grade was 85 points, an additional 50 points would be subtracted for failure to turn in the assignment on time.

9. Keep in mind how grades are defined. If you complete all the necessary requirements for an assignment, that merely means your work is satisfactory, which is defined as C. If you wish to get a better grade than a C, you will have to be above being satisfactory and aim to wow the classmates and the instructor.

10. Student Release of Work Statement: Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

#### **HOW TO BECOME SUCCESSFUL IN THIS CLASS**

1. Be prepared and actively participate in class discussions and activities.
2. Make sure you carefully read and understand the syllabus. You need to understand what the expectations are.
3. Be aware of the due dates.
4. Be a professional and respectful teammate.

## **UNIVERSITY POLICIES**

### **Personal Electronic Devices in Classroom**

- <http://policy.umn.edu/Policies/Education/Education/CLASSROOMPED.html>

### **Use of Class Notes and Materials**

- <http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html>

### **Scholastic Dishonesty and Student Conduct Code**

- [http://www1.umn.edu/regents/policies/academic/Student\\_Conduct\\_Code.pdf](http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf)

### **Sexual Harassment**

- <http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf>

### **Statement on Climate of Inclusivity**

- You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism, and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help.

- [http://www1.umn.edu/regents/policies/administrative/Equity\\_Diversity\\_EO\\_AA.pdf](http://www1.umn.edu/regents/policies/administrative/Equity_Diversity_EO_AA.pdf)

### **Academic Freedom and Responsibility**

- [http://www1.umn.edu/regents/policies/academic/Academic\\_Freedom.pdf](http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf)

### **Availability of Disability and Mental Health Services**

- If you have any special classroom requirements please contact one of the offices listed below. They will work with you and, if necessary, they will contact the instructor to work out the details for any necessary accommodations.
- Student Academic Success Services, 340 Appleby Hall, 612-624-3323
- Counseling/Consulting Services, 199 Coffey Hall, 612-624-3323
- Disability Services, 180 McNamara, 612-626-1333
- Center for Writing, 10 Nicholson Hall, 612-626-7579
- <http://ds.umn.edu/student-services.html> and <http://www.mentalhealth.umn.edu>

## COURSE REQUIREMENTS AND EVALUATION

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points:

Exams	2 * 125	250
Quizzes	11 * 10 points (-lowest score)	100
Group Presentation	1 * 150	150
Class activities and participation	? * 100/?	100
Individual Assignments	2 * 50	100
Extra Credits	? * 5	?
<b>Total</b>		<b>700</b>

### Exams (2 @ 125 points each = 250 points)

- There will be two (2) exams during the semester.
- Each exam will cover not only the assigned text material, but will also cover lectures, group exercises, group presentations and discussions. In other words, you are responsible for everything that takes place in this course.

### Weekly quizzes (11 @ 10 points each = 110 - lowest graded quiz = 100 points)

- You will be required to complete short quizzes weekly (except when exams are scheduled) during the semester.
- All quizzes will be online, opened every Tuesdays from 8am to 11pm.
- You will have 15 minutes to solve about 10 questions (more or less) each week.
- The quizzes will cover material in the textbook and lectures from the previous week.
- You will not be allowed to make up any quizzes that you miss.
- Excused absences will be granted to only those students who provide documentation of a University-approved absence (e.g., family death, illness with doctor's note).
- All 11 quizzes will be graded. The, your lowest graded quiz will be dropped. Thus, the 10 best quiz grades will be used to calculate your quiz total out of 100 points.

### Group presentation (1 @ 150 points = 150 points)

- Part of **every Thursday** will be an in-class activity designed and presented by the team assigned to the day.
- Presentation should include: Definition, how it works, how the strategy relates to the consumer behavior we learned in class, case studies from apparel/design context (at least 2 cases), your evaluation/suggestion about the strategy, and at least two discussion questions.
- Try to use multiple sources when presenting (exercises, videos, interview source, or reflect something we learned earlier in the semester – do not copy Wikipedia). The key to this team activity is not the activity itself but to illuminate and enliven one or more concepts from the book.
- Presenting materials (ppt) should be uploaded by **11pm, Tuesday** before the presentation. (No changes are allowed once it has been uploaded)
- Everyone in the team has to participate in the presentation (However, you do not need to divide the contents equally among the team members).
- All others in the class will participate in grading.
- **Presenting materials will be part of the quizzes.**
- Final report after receiving the comments/feedback is **due** at the end of the semester, **but try to hand in the final report ahead of time.**
- You may change the assigned topic if the rest of the group members agree. The topic should be related to the assigned chapter. When changing the topic, you should discuss with the instructor ahead of time (at least two weeks in advance).
- A separate handout describing the project as well as the due dates for the project is uploaded on Moodle.

### **Class activities and participation (100 points)**

- You will be required to complete in-class activities and take-home activities as well as actively participate in class discussions.
- **You must be present in class** to complete the day's activity or to participate in the day's discussion.
- You will **not be allowed to make up** any activities that you miss.
- Excused absences will be granted to only those students who provide documentation of a University-approved absence (e.g., family death, illness with doctor's note).
- Some of the in-class activities will be in the form of group discussions, which you will work with your first assigned group throughout the semester. Other in-class activities may be more simple activities. Together, this will account a total of hundred (100) points.
- At the end of the semester, if you have missed more than **one (1) activities**, you will be awarded a percentage of the hundred (100) points based on the number of activities you have completed (with the one (1) activity grace period).

### **\* Important Note on Peer Evaluation:**

Peer Evaluation will be used to determine final score for everyone in the team. At the end of the semester, peer evaluation will be made. Rate the person(s) who made the most contribution to your team work during the semester as a 100. Prorate everyone else on your team with respect to the person who deserved the 100 points; include yourself in this. For example, if someone did only half as much work and contribution to the final project, this person should be scored as 50. Score everyone! If this average peer score is below 85, this person will receive a lower score on the team projects than the rest of the team. Their score on team activities and projects will be pro-rated according to the score. For example, if the entire team rated someone as a 50, then this person's team-based scores will be about 50% of the teams score.

### **Individual Writing Assignments (2 @ 50 points = 100 points)**

#### Wardrobe Analysis & Consumer Decision Making Interviews

- You will be required to complete two individual writing projects during the semester.
- Separate handouts describing the projects as well as the due dates are uploaded on Moodle.
- Make sure to offer your own speculations, grounded in your readings and our text-book as to why this happens.

Grades are assigned on the basis of total points earned for the course. I will compute the final grade by dividing the total number of possible points by the total number of points that you have earned on the exams, quizzes, group presentation, class activity and participation, and individual assignment.

The resulting percentage will determine the final grade according to the following scale:

<b>A</b>	94% and above	Signifies achievement that is <b>outstanding</b> relative to the level necessary to meet course requirements
<b>A-</b>	90% and above	
<b>B+</b>	87% and above	Signifies achievement that is <b>significantly above</b> the level necessary to meet the course requirements
<b>B</b>	83% and above	
<b>B-</b>	80% and above	
<b>C+</b>	76% and above	Signifies achievements that <b>meets</b> the course requirements; <b>Satisfactory</b>
<b>C</b>	73% and above	
<b>C-</b>	70% and above	
<b>D+</b>	67% and above	Signifies achievement that is worthy of credit even though it fails to meet course requirements
<b>D</b>	60% and above	
<b>F</b>	59.9% and below	Indicates coursework was completed but at an achievement level unworthy of credit.

### Tentative Schedule (Subject to Change)

Week	Date	Course Outline	Readings & Assignments
1	1/17	Course Overview	Read the syllabus!
	1/19	Buying, Having, and Being	Ch.1 Syllabus Quiz / Sign-up
2	1/24	Consumer and Social Well-Being	Ch.2
	1/26	Presentation 1: Collaborative Consumption	Quiz 1
3	1/31	Perception	Ch.3 Quiz 2
	2/2	Presentation 2: Sensory Marketing (Visual)	
4	2/7	Learning and Memory	Ch.4 Quiz 3
	2/9	Presentation 3: Brand Extension Strategy	
5	2/14	Motivation and Affect	Ch.5 Quiz 4
	2/16	Presentation 4: Co-creation of Marketing	
6	2/21	The Self: Mind, Gender and Body	Ch.6 Quiz 5
	2/23	Presentation 5: Selfie in Marketing	
7	2/28	Personality, Lifestyles, and Values	Ch.7 Quiz 6
	3/2	Presentation 6: Anthropomorphism in marketing	<b>Wardrobe analysis assignment due Thursday (3/2) 11pm</b>
8	3/7	<b>Mid-Term Exam (Online)</b>	
	3/9	Attitudes	Ch.8
9	3/14	<b>Spring Break</b>	
	3/16		
10	3/21	Persuasive Communications	Ch.8
	3/23	Presentation 7: Celebrity Endorsement	
11	3/28	Decision Making	Ch.9 Quiz 7
	3/30	<b>No Class / Online Activity</b>	<b>Ted Talk: Dan Ariely</b>
12	4/4	Buying, Using, and Disposing	Ch.10 Quiz 8
	4/6	Presentation 8: (Reverse) Showrooming	
13	4/11	Group and Social Media	Ch.11 Quiz 9
	4/13	Presentation 9: Database Marketing	
14	4/18	Income, Social Class, Subcultures	Ch.12 & Ch.13 Quiz 10
	4/20	Presentation 10: Luxury Marketing	<b>Consumer decision making interview assignment due Thursday (4/20) 11pm</b>
15	4/25	Culture & Fashion Life cycle	Ch.14 Quiz 11
	4/27	Neuro-Marketing	
16	5/2	Overview: Wrap-up discussion	
	5/4	(Study day) Review the materials for exam	<b>Final group report due Thursday (5/4) 11pm</b>
17	5/8	<b>Final Exam (Online)</b>	