MKTG 6020: PhD Seminar in Consumer Behavior

Course Goals: (1) introduce students to the research and methods employed by consumer researchers working at the individual level of analysis; (2) provide students with an in-depth understanding of the role of individuals/groups and the processes they go through in the selection, obtaining, using, and disposing of products/services to satisfy needs/wants and the impact these processes have on society; (3) provide students with an opportunity to identify novel and compelling research-forward ideas that apply an appropriate theoretical framework, testable hypotheses, and methodology.

Readings consisting of academic journal articles are described below.

Class Conduct: Students will be randomly asked to lead the class in a discussion of papers for that day. You should consider each class session to be similar in nature to an oral exam. That is, you should be prepared to answer specific questions asked by the professor about each article so that you provide clear evidence of having read the assigned material. Failure to do so will result in diminished points for class preparation and participation.

Grading. The course grade will be based upon a semester midterm and final exam (2 X 100 = 200 points or 40%), quality paper summaries submitted before class time each week (11 X 10 = 110 points or 22%), quality class discussions (11 X 10 = 110 points or 22%), and final presentation (80 points or 16%). The semester exams are in-class comprehensive exams and will cover all articles read. Turning in the finished summaries late by one day will result in a loss of 25% of the grade, 50% on the second day, and a zero for summaries turned in on the third day past the due date. Seven grade points will be deducted from your final grade for each absence without a legitimate excuse (e.g., documented hospitalization, documented contagious disease, religious holiday, court-ordered appearance, or documented death in the family). Business trips are not considered legitimate absences. If you are absent (without a legitimate excuse) for three or more class sessions during the semester you will receive a failing (F) grade for this course.

The UNT Code of Student Conduct and Discipline provides penalties for misconduct by students, including academic dishonesty. Academic dishonesty includes cheating and plagiarism.

The term “cheating” includes, but is not limited to, (1) use of any unauthorized assistance in taking quizzes, tests or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university. The term “plagiarism” includes, but is not limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear
acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. (Source: Code of Conduct and Discipline at the University of North Texas.)

If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, the case will be referred to the Dean of Students for appropriate disciplinary action. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.

Class Readings
Week 1. Introduction. Description of the course. What is consumer behavior? Discuss experimental research.


Optional Background Reading:

Brown, Steven R. and Lawrence E. Melamed (1990), *Experimental Design and Analysis Quantitative Applications in the Social Sciences*, (Paperback), Sage Publications, Inc.


**Week 2: Information Processing/Memory/Mental Accounting**


**Week 3: Information Processing etc. continued**


Week 4: Information processing etc. Continued


Week 5: Motivation


Week 6. Motivation


**Week 7. Motivation**


**Week 8 Midterm Exam**

**Week 9. Intertemporal Effects.**


**Week 10: Intertemporal Effects**


**Week 11: Attitude Formation and Persuasion**


Week 12: Situational Influences and Sensory Effects


Week 13: Situational Influences and Sensory Effects


Presentations. Weeks 14 and 15

Week 16: Final Exam May 8 1:30 p.m. - 3:30 p.m.