

# Psy 282 – CONSUMER PSYCHOLOGY

## COURSE SYLLABUS

Fall, 2006 TTH 8:00-9:15, Young Hall – Room 411

### INSTRUCTOR:

Dr. Sean Robson  
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Office Hours: Tuesday 2:00-3:30; Wednesday 2:00-3:30, and by appointment

Textbook: Solomon, M.R. (2006). Consumer behavior: Buying, having, and being (7<sup>th</sup> ed.) Upper Saddle River, NJ.

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Course

Description: Consumer psychology concerns itself with the application of concepts, principles, and theories from the social sciences, particularly psychology, to the study of the factors that influence the acquisition, consumption, and disposition of products, services, and ideas. Knowledge of consumer behavior principles is becoming increasingly important for the marketing manager and the public policy maker. In order to make good decisions, the manager must have an understanding of how consumers are likely to respond to the actions of the firm or the government. In addition, an understanding of the factors that influence consumers may assist an individual in understanding his or her own buying patterns.

### Course Requirements:

#### (1) Exams

There will be **4 exams**. The exams are together worth **100 points each for a maximum of 400 points.** The exams will be primarily multiple-choice.

#### (2) Project

The project will be designed to help you apply the principles of consumer psychology to a real-world issue outside of the classroom. You will work in a team with two to three other students. Detailed information about the course project will be distributed separately. **The project is worth 200 points.**

#### (3) E-Labs

You will be required to complete six out-of-class learning assignments throughout the semester using the Internet. These assignments will ask you to expand on information presented in class and in the book, apply this information to the practical world of consumer behavior, and occasionally learn new information on your own. **The e-labs are worth 25 points each for a maximum of 150 points.**

#### (4) Quizzes

There will be **5 quizzes**. The quizzes are unannounced and will be given at the beginning of class. If you come in to class after the quiz has been distributed, you are considered late and cannot take the quiz, and therefore lose the points for that quiz. The quizzes will cover essential information from the chapter(s) and material covered in prior classes. **The quizzes are worth 10 points each for a maximum of 50 points.**

#### Class

Attendance: ***The following principles will govern attendance in this course:*** (1) I do not formally take attendance for this course; however, attendance is required and is necessary to perform well in this course. If you are frequently absent, you will likely miss unannounced quizzes and exercises, which may not be made up, unless I receive a written excuse from an RU office/department (Dean of Students, coaches, club advisors, etc.). Excuses will only be accepted up to one week after your absence. No verbal, e-mailed, telephoned, or handwritten excuses whatsoever will be accepted for absences, either beforehand or afterwards. I further encourage you to attend class on a regular basis as bonus points may be rewarded occasionally. Any bonus points received will be added directly toward your total points.

Grading: The grading will be as follows:

- A – at least 720
- B – at least 640 points
- C – at least 560 points
- D – at least 480 points
- F – below 480 points

Extra Credit / Bonus Points: Extra credit points can be earned in several ways. A maximum of 40 points may be earned from extra credit.

*Research Participation.* First, you may participate in research studies, earning 4 points of extra credit for each 30 minutes that you participate. The psychology department is using a new software system which allows students to select and sign-up for a research study using the Internet. ***Please note that if sign up for a research study and do not show up at your scheduled time, you will lose 4 points for each occurrence.***

*Commercial / Advertisement Analysis.* You may also choose to write a 1-2 page, double-spaced analysis of a commercial or print advertisement for 4 points each. In your write-up, you should describe the advertisement in detail using the concepts from the course. You may also select to discuss your analysis in class for an additional 2 points.

Additional Policies: I ***DO NOT*** accept assignments by e-mail for any reason. If you send me an assignment by e-mail, you will ***NOT*** receive credit. If you are sick, please bring the assignment to the next class period to receive full credit.

Class  
Schedule:

<b>Week</b>	<b>Topic</b>	<b>Readings</b>	<b>Assignments/Exams</b>
8/22	Course Introduction – Consumers Rule	Chapter 1	
8/29	Perception	Chapter 2	
9/5	Learning and Memory	Chapter 3	
9/12	Motivation and Values	Chapter 4	
9/19	The Self	Chapter 5	<b>Exam #1 on Tuesday 9/19 Chapters 1-4</b>
9/26	Personality and Lifestyles	Chapter 6	
10/3	Attitudes	Chapter 7	
10/10	Attitude Change and Interactive Communications	Chapter 8	<b>Exam #2 on Thursday 10/12 Chapters 5-7</b>
10/17	Attitude Change and Interactive Communications Cont'd	Chapter 8 Cont'd	
10/24	Individual Decision Making	Chapter 9	
10/31	Buying and Disposing	Chapter 10	<b>Exam #3 on Thursday 11/2 Chapters 8-10</b>
11/7	Group Influence and Opinion Leadership	Chapter 11	
11/14	Organizational and Household Decision Making	Chapter 12	<b>Group Paper (Audit) Due on Thursday 11/16</b>
11/21	NO CLASS – THANKSGIVING		
11/28	Income and Social Class	Chapter 13	
12/5	Presentations & Wrap-Up		<b>** Final Exam on Monday 12/11 at 2:00 p.m. **</b>