Richard Burrage  
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M +84 903953403  
What’s App preferred.

<table>
<thead>
<tr>
<th><strong>MARK 310, Consumer Behavior, Spring 2019</strong></th>
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<tbody>
<tr>
<td>17.30 Loyola Centre L4 meeting room</td>
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<tr>
<td>or at Cimigo, 217 Dien Bien Phu, Binh Thanh District</td>
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**Catalog Description**

Examine consumer buying journey, learn how to positively disrupt those journeys. Explore the impact of culture, social context, retail, marketing mix and brand communications on consumer choices. Prerequisite: MARK 201

**Required Material**


**Expectations**

Be present, be proactive, be engaged, be dynamic and have fun.
Course Outline

1 Wed 16/01/2019 17:30

Class discussion: **Build a beverage occasion and need map**

Objective: Grasp overarching concepts of consumer behaviour and research

**Innovation project:** Create a new product: flavour and nutrition straws

Required reading: Chapter 1

Recommended reading: Creating Brand Loyalty: The Management of Power Positioning and Really Great Advertising, Michael W. Maloney and Richard D. Czerniawski

2 Wed 23/01/2019 17:30

Class discussion: **Selling rice (back to) the Vietnamese**

Objective: New brand development process


Recommended reading: Rice competitor, retail and consumer landscape (shared ahead of class)

Guest participant: Design agency head on brand stories and design (Chris)
3 Wed 30/01/2019 17:30

Class discussion **TET – Lunar new year marketing**

Objective Influencing consumer choices, Persuasive communications

Required reading Chapter 4, 5, 7 and 8

Recommended reading Unveiling TET report and TET advertising review (shared ahead of class)

Guest participant Marketing Director, Global food and beverage player (Thann)

Pre-class preparation Come with digital photos if interesting TET packs, promotions, in store displays and advertising (you-tube)/

Examples must include wet market, mum and papa traditional trade grocery store, modern convenience store and supermarket.

Coursework submission **Build a beverage occasion and need map**

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4 Wed 13/02/2019 17:30

Class discussion **Can big (Superbowl big) brands be built online?**

Objective TV versus social and online

Required reading Chapter 11

Recommended reading Bob Hoffman (shared ahead of class)

Guest participant Online media agency head (Andrew, Uyen)

Pre-class preparation Be prepared to debate. With real examples.

Debate. Zach and Brittany (affirmative) and Claire and Larissa (oppose).
5 Wed 13/02/2019 17:30
Class discussion  Defining your target audience, how hard can it be?
Objective  Impact of income, class, demographics, life stage and culture on choices
Required reading  Chapters 12, 13, 14
Recommended reading  Segmenting the life insurance market (shared ahead of class)
Guest participant  CMO of Life Insurance company (Trang)

6 Wed 27/02/2019 17:30
Meet at Cimigo  17.30 sharp.
Class discussion  Live consumer ethnographic visit
Objective  Build a consumer portrait
Required reading  None
Recommended reading  Ethnographic research how to guideline (shared ahead of visit)
Pre-class preparation  Prepare your discussion guide (sample shared in preceding week)
7 Wed 06/03/2019 17:30
Class discussion **Online shopping** (e-commerce, fintech and shopping behaviour)
Objective Disrupting shopping customer journeys
Required reading Chapter 10
Recommended reading Online shoppers in Vietnam (shared ahead of class)
Guest participant Presentation of latest trends in online shopping (Giang, Slawek and/or Carsten)

Coursework submission **Target group portrait**

8 Wed 13/03/2019 17:30
Class discussion **System 1 versus System 2**
Objective Behavioural economics for consumer behaviour
Required reading Chapter 9
Recommended reading Thinking fast and slow, Daniel Kahneman
Guest participant Professor in behaviour marketing (Graeme)

9 Wed 03/04/2019 17:30
Class discussion **Live focus group**
Objective Refining your project concepts based on consumer feedback
Required reading NA
Recommended reading How do focus groups work (shared ahead of class)

Coursework submission **Brand, concept and marketing written pitch.**

10 Wed 17/04/2019 17:30
Class discussion **Pitch presentation**
Objective Presenting your pitch
Required reading NA
Recommended reading NA

Coursework submission **Brand, concept and marketing presentation pitch.**
11 Wed 24/04/2019 17:30

Class discussion: Cambridge Analytica

Objective: Ethics in consumer behaviour

Required reading: Chapter 2

Recommended reading: Cambridge Analytica introduction pitch (shared ahead of class)
FT big read. Facebook (shared ahead of class)
WeChat social scoring in China (shared ahead of class)

Pre-class preparation: Watch Black Mirror (season 3 episode 1 Nosedive)
googled it, google Russian meddling in elections, google big tech back
lash on big tech and consumer rights
### Course Requirements and Grading Criteria

**Lectures and Class Discussions:** Materials will be posted on Sakai, do the pre-reading, it will make class discussions informed and meaningful.

**Required reading and graded quizzes:** It's required. Read it. Be tested. Apply in our discussions.

**Innovation project course work will be assessed.**

1. Build a beverage occasion and need map
2. Target group portrait.
3. Brand, concept and marketing pitch.

<table>
<thead>
<tr>
<th>Course Grade Breakdown</th>
<th>Course Grading Scale</th>
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<tbody>
<tr>
<td>Engagement in class 15%</td>
<td>A</td>
</tr>
<tr>
<td>Customer journey map = 15%</td>
<td>B+</td>
</tr>
<tr>
<td>Target group portrait = 15%</td>
<td>B-</td>
</tr>
<tr>
<td>Required reading quizzes = 10%</td>
<td>C</td>
</tr>
<tr>
<td>Brand, concept and marketing pitch = 45%</td>
<td>D+</td>
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<tr>
<td>Content evidence =10%</td>
<td>F</td>
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<tr>
<td>Analysis =10%</td>
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<tr>
<td>Synergy to story = 15%</td>
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<td>Pitch presentation 10%</td>
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Quinlan School of Business Policies

Attendance
Class attendance and participation are fundamental components of learning, so punctual attendance at all classes, for the full class meeting period, is expected of Quinlan students.

Students “may” be excused for funerals with advanced notice and sickness with a doctor’s note. Any excused absence is at the professor’s discretion. Notification prior to class is highly recommended. The student is responsible for any assignments, notes or requirements missed during an absence.

Late Policy
All assignments should be printed and are due at the start of the class time on the due date, unless otherwise specified on the course schedule. Assignments that are submitted up to 24 hours late can only earn up to 50% of the possible points for the assignment; assignments that are submitted more than 24 hours late will not be accepted.

Academic Integrity
All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood. Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of zero for the assignment or examination. Students may be subject to additional penalties such as failing the course.

For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:

Students with Disabilities
If you have a documented learning or physical disability and wish to discuss academic accommodations, please contact me within the first two weeks of the quarter.

Harassment: Loyola University does not tolerate racial, sexual or other forms of harassment of faculty, staff, or students. If you feel you are subject to such harassment, please notify me.

Any Special Requests, Circumstances, or Instructor Policies
- Please turn off and do not use cell phones or other wireless devices, including laptop computers, in class.
- Refer to the course Sakai site for notes, slides, and other class-related handouts/resources.
- I will return e-mails and phone calls in a timely manner and expect the same from students.
- Always be respectful of student differences, various ideas and backgrounds.

Please note: This class may occasionally deviate from the course outline above. The instructor reserves the right to make changes as needed to the course syllabus.