**Assumption University**

**ALBERT LAURENCE SCHOOL of Communication Arts**

**department of advertising**

**Course Outline 2/2017**

Course No: CA 2018 Consumer Insight

Total Credits: 3 (3-0-6) Credits

Type of Course: Core course

Prerequisite: CA 2016 Psychology for Persuasive Communication

Lecturers: A. Duangporn Supanvanij

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Office: 7th Floor, Albert Laurence School of Communication Arts Building

**Assumption University Identities:**

1. Effective English communication
2. Moral and ethics
3. Entrepreneurship

**Albert Laurence School of Communication Arts Vision:**

1. To be a community of professionals in the field of communication arts
2. To be inspired through the pursuit of learning through service
3. To engage in the pursuit of excellence

**Albert Laurence School of Communication Arts graduates are:**

1. creative thinking with high personal integrity
2. professionally competent who are also ethically sound and socially responsible
3. flexible to changes in the communication industry

**Department of Advertising Vision:**

The Department of Advertising, Albert Laurence School of Communication Arts, offers practical and highly academic curriculum in Advertising to produce business-minded and creative graduates with ethics, social responsibility and cultural sensitivity in order to remain competitive locally, regionally and globally.

**Department of Advertising Mission:**

The mission of the Department of Advertising, Albert Laurence School of Communication Arts, is to provide three integral components of advertising namely:

1. Adverting principles, branding principles, marketing principles and integration of traditional and new marketing communication tools and media.
2. Teaching and learning environment that encourages business and creative practices that align and network with the advertising industry.
3. Activities that instill ethics, social responsibility, and cultural sensitivity to prepare students to work globally with success.

**Course Description:**

A study of consumer insight. Student will understand on how consumers making decision

effected on the purchasing. It is providing a brief insight into the meaning and perspective of

consumer behavior as well as understanding their relevance to marketing communications.

**Course Objectives:**

1. To create an understanding of consumer behavior basic principles.

2. To provide student with the in-depth analysis of the consumer decision process.

3. To understand the relevance of the study of consumer behavior to marketing communications.

4. To gain insight into the development of consumer based marketing activity.

**Recommended Texts/Readings:**

Solomon M.R. (2015). Consumer Behavior: Buying, Having, and Being (11th ed.) New Jersey: Prentice Hall International, Inc.

**Course Requirements/ Mark Allocation:**

Assignments 20%

Quiz 20%

Midterm Examination 20%

Final Project 10%

Final Examination 30%

Total 100%

**Class Time:**

Section 741 – Tuesday During 09.00-12.00 hrs. Room CA0401

Section 742 – Tuesday During 12.00-15.00 hrs. Room CA0401

Section 743 – Wednesday During 09.00-12.00 hrs. Room CA0402

Section 744 – Wednesday During 13.30-16.30 hrs. Room CA0402

**Attendance:**

Students are required to maintain regular and punctual attendance for all classes. To qualify for taking a final exam for the course, a minimum of 80% attendance is mandatory. The 20% absence is the maximum number of allowable absences.

1. Students who are more than **15 minutes late** to class will be marked as late. **Two lateness** are equal to **one absence** immediately.
2. For a 3-credit hour subject, with 3 hours class, you can be **absent 3 times before midterm exam**.
3. Students who miss **6 times** before a final examination will get a “W” for this course immediately.
4. Students will be checked for their attendance based on the seating chart as assigned by the instructor.

**Submission of Assignments:**

1. Students must submit each assignment as required **in class on the due date**.
2. Students must submit each assignment with the student’s full name, ID number, and course section.
3. Late submission will be deducted up to 50% of the points received for that particular assignment.

**Grading System:**

|  |  |  |  |
| --- | --- | --- | --- |
| A 90 - 100 | B+ 80 - 84 | C+ 65 - 69 | D 50 - 54 |
| A- 85 - 89 | B 75 - 79 | C 60 - 64 | F 0 - 49 |
|  | B- 70 - 74 | C- 55 - 59 |  |

This class is a major elective or minor course. Students can pass with the grade from “A to D.”

**Class Policy:**

1. Proper uniform is required in class, or attendance will not be checked.
2. Examination contents are based on textbook and class assignment.
3. Students must accompany reading materials to every class.
4. Students are required to check posts on the course web site on a regular basis.
5. Using a mobile phone, a computer notebook, and other communication devices (e.g., Ipad, Tablet, etc.) during a lecture is not allowed.

**Plagiarism and Ethical Policy:**

1. Students are expected to maintain a high level of responsibility with respect to academic honesty.
2. Students are expected to maintain a high level of responsibility with respect to academic honesty. Academic dishonesty includes copying another student’s work or the submission of student’s work which are not entirely his/her own (plagiarism) can result in disciplinary actions following the University regulations.
3. Students are expected to maintain a high level of teamwork and participation in class.

**Tentative Class Schedule 2/ 2017:**

| **Week** | **Date** | **Content** | **Class Format** |
| --- | --- | --- | --- |
| 1 | Jan 10th - 11th, 2018 | Course Outline/ Overview  Introduction to Consumer Behavior (Ch.1) | Discussion  Lecture |
| 2 | Jan 17th - 18th, 2018 | Introduction to Consumer Behavior (Ch.1) Con’t  Brief Assignment I | Lecture |
| 3 | Jan 24th - 25th, 2018 | Consumer Research  Assignment I Presentation (5%) | Presentation |
| 4 | Jan 31st - Feb 01st, 2018 | Consumer Decision Making (Ch.2) | Lecture |
| 5 | Feb 07th – 08th, 2018 | Consumer Perception (Ch.5) | Lecture |
| 6 | Feb 14th – 15th, 2018 | Consumer Learning and Memory (Ch.6)  Brief Assignment II (Learning) | Lecture  Advising |
| 7 | Feb 21st – 22nd, 2018 | Quiz I (10%) from Ch.1-Ch.6  Review Midterm Exam  Assignment II Submission (5%) | Quiz |
| **Midterm Exam (March 13th, 2018)** | | | |
| 8 | Mar 14th – 15th, 2018 | - The Self (Ch.7)  - Brief Final project | Lecture  Advising |
| 9 | Mar 21st – 22nd, 2018 | - Attitudes & Persuasion (Ch.8)  - Brief Assignment III (Attitude) | Lecture |
| 10 | Mar 28th – 29th, 2018 | - Group and Situational Effects on Consumer Behavior (Ch.9) | Lecture |
| 11 | Apr 04th – 05th, 2018 | - Group and Situational Effects on Consumer  - Assignment III Submission (5%) | Lecture  Assignment Submission |
| 12 | Apr 18th – 19th, 2018 | - Consumer Identity (Ch.10)  - Consumer Identity (Ch.11)  - Brief Assignment IV (Consumer Identity) | Lecture  Advising |
| 13 | Apr 25th – 26th, 2018 | Behavior: Word-of –Mouth, Social Media, and Fashion (Ch.12) | Lecture |
| 14 | May 02nd -03rd, 2018 | - Quiz II (10%) from Ch.7-Ch.10  - Assignment IV Submission (5%) | Quiz  Assignment Submission |
| 15 | May 09th – 10th, 2018 | - Final Exam Review  - Final Project Presentation 10% | Lecture  Presentation |
| **Final Exam (May 25th, 2018)** | | | |

**May 03rd, 2018: Last day to withdraw with “W”**