## FLORIDA ATLANTIC

# **NEW COURSE PROPOSAL Graduate Programs**

UGPC Approval
UFS Approval
SCNS Submittal
Confirmed
Banner
Catalog

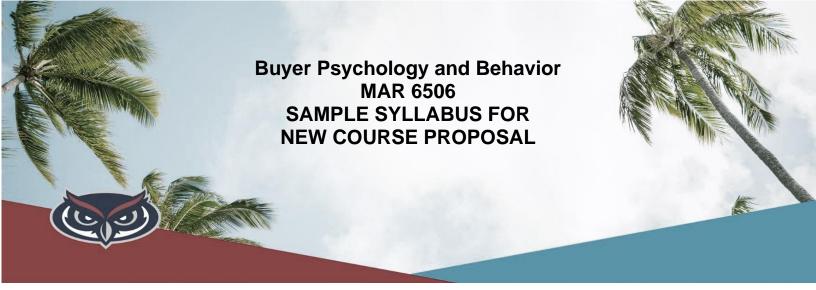
#### **Department**

College

UNIVERSITY	(To obtain a course number, cont	act <b>erudolph@fau.ec</b>	lu)	Catalog
Prefix Number	(L = Lab Course; C = Combined Lecture/Lab; add if appropriate)  Lab	Type of Course	Course Title	
	Code			
Credits (See <u>Defin</u> of a Credit Hour)	Grading (Select One Option)	<b>Course Description</b> (Syllabus must be attached; see <u>Template</u> and <u>Guidelines</u> )		
	Regular			
Effective Date (TERM & YEAR)	Sat/UnSat			
Prerequisites		Academic Service Learning (ASL) course		
•		Academic Service Learning statement must be indicated in syllabus and approval attached to this form.		
		Corequisites		gistration Controls (For Imple, Major, College, Level)
	quisites and Registration ed for all sections of course.			
course: Member of the FA	U graduate faculty and has in the subject area (or a ld).	List textbook information in syllabus or here		
Faculty Contact/I	Email/Phone	List/Attach comments from departments affected by new course		

Approved by	Date
Department Chair Hongy	3/21/2024
College Curriculum Chair Robert Pinsker	4/2/2024
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College Dean Ken Johnson	
UGPC Chair ————————————————————————————————————	
UGC Chair —————	
Graduate College Dean	
UFS President	
Provost	

Email this form and syllabus to  $\underline{\text{UGPC@fau.edu}}\,10$  days before the UGPC meeting.



#### **Instructor:**

Instructor: Dr. Gia Nardini
Office: Fleming Hall 204
Email: gnardini@fau.edu
Office hours: M/W 3 to 5 p.m.

## **Course Description**

Provides a psychological and behavioral examination of buyer decision processes and influences, with a goal of deriving insights about both industrial buyers and ultimate consumers in order to help managers make better marketing mix decisions. Provides an integration of models and concepts from psychology, sociology, anthropology and economics to understand how and why customers search for, choose, negotiate for, purchase, use and dispose of goods and services.

#### **Instructional Method**

This is an in-person course that uses the following methods to facilitate learning: PowerPoint presentations in class; discussions of popular-press texts; in-class assignments and discussions; group projects; quizzes and exams.

## **Required Texts/Readings**

Cialdini, Robert. (2021). *Influence, New and Expanded: The Psychology of Persuasion*. Harper Business. ISBN-13: 978-0062937650.

Thaler, R. H., & Sunstein, C. R. (2021). *Nudge: The final edition*. Yale University Press. ISBN: 978-0143137009

## **Pre-requisites/Co-requisites**

MAR6815 and Graduate Standing in the College of Business, or departmental approval

## **Course Objectives/Student Learning Outcomes**

Upon successful completion of this course, students will be able to:

- Interpret academic research and evaluate knowledge claims.
- Define bases, and apply tools, for segmentation.
- Describe the processes involved in human perception, learning, and memory, and recognize these processes at work in buyer behavior
- Identify elements of the communication model, message factors, source factors, and the Elaboration Likelihood Model.
- Describe and explain experiments that test scarcity, liking, social proof, authority, and conformity.
- Explain the common heuristics and biases, and how prospect theory works.
- Identify the influences and actions of group buying behavior and corporate buying center decisions.
- Identify decision making rules and analyze buyer decisions following the stages in the buying decision process.

#### **Course Evaluation Method**

Your final grade will be determined by the following components:

Quizzes (4 @ 15 pts)	60
Experimental Design Project	35
Marketing Plan Final Project & Presentation	60
Midterm Exam	60
Final Exam	60
Salesforce Introduction/Hubspot Certification	15
Professionalism	30
RDQs	30
Total	350

## **Course Grading Scale**

A	69.45 through 76.44C
A-	66.45 through 69.44D+
B+	62.45 through 66.44D
В	59.45 through 62.44D-
B-	59.44 and belowF
C+	
	B+ B

Minimum grade to pass this course: C

## Policy on Makeup Tests, Late Work, and Incompletes

Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligations, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absence and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence. Documentation will be required within 1 week of the missed exam.

## **Policy on the Recording of Lectures**

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

#### **Attendance Policy**

Attendance is NOT required for this class. However, it is the student's responsibility to watch the recorded lectures since material in those lectures will be on your exams.

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## Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <a href="http://www.fau.edu/counseling/">http://www.fau.edu/counseling/</a>

## **Disability Policy**

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses — Boca Raton, Davie and Jupiter — however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

## **Code of Academic Integrity**

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see <u>University Regulation 4.001</u>.

## **Course Topical Outline**

Week 1: Introduction to Buyer Behavior

Strategic Applications of Customer Insights

Week 2: Behavioral Market Research Methods

Customer Segmentation, Targeting and Positioning

Psychographics, Personality and Lifestyles

Geodemography

Segmentation in Business-to-Business Markets

Week 3: Complex Customer Decision-Making Processes

**Information Processing** 

Week 4: Attention and Perceptions

Attitudes, Learning and Memory

Week 5: Social and Family Influences

Group Buying Behavior/Buying Centers in B2B Markets

Week 6: Situational Influences

Customer Choice and Shopping Behavior

Week 7: Customer Relationship Management

Sales and Influencing Decision Making: Reducing Uncertainty Motivation Action

Week 8: Class Presentations of Market Research Results and Marketing Plan