

I. Instructor Information

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II. Course Description

Buying behavior is the study of why consumers purchase goods and services, and the multiple factors that influence their decisions. In today's volatile marketplace, gaining a better understanding of consumer buying behavior offers distinct advantages when selecting target markets and designing market strategy. With a particular focus on the impact of the Internet on marketing, this class explains what buying behavior and explores how to successfully reach consumers and inspire them to take action. Integrating in-class activities, hands-on exercises, readings and videos this course will explore topics including:

- The basics of consumer and business buying behavior: who, what and how.
- Cultural, social, individual, and psychological influences on buying behavior
- The delicate art of persuasion and its impact on the purchase decision process.
- The importance of branding: crafting brand positioning and creating brand equity.
- Blogs, message boards, podcasts, viral videos, websites and other interactive media.

III. Course Information

- Location: UCSB Campus, Building 387, Room 104
- Number/Name/Units: BUSAD X409.47/Buying Behavior/2
- Elective For: CPA Accounting Professional Certificate Program
- Required For: Marketing Professional Certificate Program
- Start/End Date: Saturday, July 10, 2010 to Saturday, August 7, 2010 (5 Meetings)
- Start/End Time: 9:00 a.m. to 12:35 p.m.

IV. Books and Materials

- Required Books: Lindstrom, M. (2008). *Buyology: Truth and Lies about Why We Buy*. New York, NY: The Doubleday Publishing Group. Author Website: <http://www.martinlindstrom.com>
Scott, D. (2007). *The New Rules of Marketing & PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing & Online Media to Reach Buyers Directly*. Hoboken, New Jersey: John Wiley & Sons, Inc. Author Website: <http://www.davidmeermanscott.com>
- Suggested Books: Brogan, C & Smith, J. (2009). *Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust*. Hoboken, New Jersey: John Wiley & Sons, Inc. Author Website: <http://www.chrisbrogan.com>
Joel, M. (2009). *Six Pixels of Separation: Everyone Is Connected. Connect Your Business to Everyone*. New York, NY: Business Plus. Author Website: <http://www.twistimage.com/blog/>
Ploof, R. (2009). *Read This First: The Executive's Guide to New Media-from Blogs to Social Networks*. Bloomington, IN: iUniverse. Author Website: <http://www.ronamok.com>
- Guest Speaker: "Newhall Coffee" Website: <http://newhallcoffee.com>
"Newhall Coffee" Facebook: <http://www.facebook.com/newhallcoffee>
"Newhall Coffee" Twitter: <http://twitter.com/newhallcoffee>
Mitch McMullen Twitter: <http://twitter.com/mitchmcmullen>
- Online Resources: American Marketing Association: <http://www.marketingpower.com>
Know This (Marketing Reference): <http://www.knowthis.com>
Marketing Research Association: <http://www.mra-net.org>
Market Research Bulletin: <http://marketresearchbulletin.com>
Market Research World: <http://www.marketresearchworld.net/index.php>
Maxed Out Movie: <http://www.maxedoutmovie.com>
Pew Research Center: <http://pewresearch.org>
Pew Internet & American Life Project: <http://www.pewinternet.org>
Quirk's Marketing Research Review: <http://www.quirks.com>
Research Magazine: <http://www.research-live.com/>
Survey Gizmo: <http://www.surveygizmo.com>
Survey Gizmo Free Student Account: <http://bit.ly/SurveyGizmoFree>
The Consumerist: <http://www.consumerist.com>
The Persuaders: <http://www.pbs.org/wgbh/pages/frontline/shows/persuaders>
Zoomerang: <http://zoomerang.com>

V. Policies and Procedures

Academic Integrity

Academic integrity means you only submit work representing your original words and ideas. If any part of an assignment represents the words and ideas of others, you must cite those sources. Academic dishonesty includes, but is not limited to:

- Asking a tutor or friend complete a portion of your assignments.
- Hiring a reviewer make extensive revisions to your assignments.
- Submitting work originally submitted by another student as your own.
- Using information from online resources without properly citing your source.
- Copying any portion of a word or idea from any other source you do not cite.

Assignments

Assignments must be typed and double spaced with one inch margins in 12 point Arial or Times Roman font. Indicate your name, course name and number, assignment title, and due date. Unless extenuating circumstances arise, assignments will be graded within one week of their submission.

Contact

When contacting your instructor by phone or e-mail, identify yourself by first and last name, indicate that you are a UC Santa Barbara Extension student, and note your class. Unless extenuating circumstances arise, your instructor will reply to you within 24 hours.

Conduct

UCSB Extension affirms an instructor's right to teach in a controlled, positive learning environment. Our policy on student conduct upholds that right and also ensures due process for students. UCSB Extension students are expected to demonstrate a commitment to academic integrity and to civic responsibility. Students are subject to disciplinary action for several types of misconduct, such as cheating on exams, forgery, theft, destruction of property, disruption of classes, physical or verbal abuse of others, sexual harassment, and possession of alcohol, drugs, or firearms. Action may include, but is not limited to, dismissal and denial of enrollment in future UCSB Extension classes. For more information, call Extension Head Registrar at (805) 893-5874.

Evaluation

At the end of the term you will be invited to submit an evaluation of the class. Your feedback is a vital tool with which your instructor and UCSB Extension can provide a quality education for students.

Incomplete Grades

An Incomplete Grade may only be granted if you:

1. Are unable to take the final, complete a major assignment or attend the last class.
2. Request and receive approval from your instructor -- in writing -- before the last class.
3. Are earning a passing grade at the time of the time you request an Incomplete Grade.
5. Complete your assignments within eight weeks of the last class.
 - Note: Your Incomplete Grade will convert to an "F" or "NC" if a new grade is not submitted to UCSB Extension by your instructor within three months, so you are advised to turn in your incomplete work as soon as possible.

Late Work

Generally speaking, late work is not accepted. Your work is late if it is not completed, submitted to the appropriate dropbox or e-mailed to your instructor by 11:59 p.m. (Pacific) at the end of the week in which it was assigned. Late work maybe accepted at the discretion of your instructor according to the following guidelines:

- **One Week Late:** The score of an assignment submitted within one week of the original deadline is reduced by 10% of the points possible for that assignment.
- **Two Weeks Late:** The score of an assignment submitted within two weeks of the original deadline is reduced by 20% of the points possible for that assignment.
- **Three or More Weeks Late:** Work turned in more than two weeks after the original deadline will not be accepted and zero (0) points will be recorded for it.

No Smoking

UC Santa Barbara, the County of Santa Barbara and UCSB Extension prohibit smoking inside any classroom or building and outside within a distance of 20 feet from any building.

Participation

Success in this course is tied to how actively you engage the material in class and how well you prepare before class. While in class, ask questions, share stories and participate in activities. Participation also means listening to others and respecting everyone's right to share their thoughts.

Tape Recording

University policy prohibits students from audio or videotaping class sessions unless a written request is approved by UCSB Extension's Registrar or Dean.

VI. Grading Policy

Your grades are based on a combination of participation, class exercises, homework assignments, a midterm and a final exam. You are evaluated on your ability to reflect, question, understand, and write about the ideas addressed in class. The grading criteria for this class are as follows.

Grade	Percentage	Explanation
A	90 to 100%	<ul style="list-style-type: none"> You perform consistently at the highest level and have a thorough mastery of virtually all of the material. You can consistently apply concepts and skills to new, non-routine and highly complex problems.
B	80 to 89%	<ul style="list-style-type: none"> You perform consistently at a high level and have substantial mastery of a majority of the material. You are able, most of the time, to apply concepts and skills to the solution of new, non-routine and highly complex problems.
C	70 to 79%	<ul style="list-style-type: none"> You perform competently most of the time and have a satisfactory mastery of essential material. You are able, some of the time, to apply concepts and skills to the solution of new, non-routine and highly complex problems.
D	60 to 69%	<ul style="list-style-type: none"> You perform at a minimally competent level and have marginal mastery of the minimum essential material. With clear instructions you can be expected to carry out well-defined tasks at a routine level.
F	0 to 59%	<ul style="list-style-type: none"> You do not perform at a minimally competent level and do not have marginal mastery of the essential material.

VII. Assignments

The table below outlines the assignments comprising the points on which your grade is based. A description of each assignment follows as well.

Assignment	Quantity	Points Each	Total	% of Grade
• Attendance	5	40	200	20
• Participation Projects	3	100	300	30
• Midterm: Brand SWOT Analysis	1	200	200	20
• Final: "New Rules" Presentations	1	300	300	30
Totals			1000	100

Attendance

Strive to attend every class, arrive on time, return from breaks promptly and remain for the entire period. Being in class will earn you full points, but unexcused late arrivals and early departures will reduce the points you earn by half (to 10). If your absence is excused you will earn five (5) points for notifying me ahead of time, but if you do not notify me before class you will earn zero points.

Participation Projects

Complete three (3) "Participation Projects" as indicated below. You will complete each individually, but will share your experiences in class to generate discussion and share knowledge with each other:

1. List your three most and three least favorite brands with an explanation for each one.
2. Research Mitch McMullen and/or Newhall Coffee and prepare 5 questions to ask.
3. Find and write a 250 word summary of a news article focused on social media.

Midterm: Brand SWOT Analysis

Perform a SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats) of any brand, company or product. Your paper should be typed in 12 point Times Roman font, double spaced with 1 inch margins and 900 to 1,200 words in length (roughly 3 to 4 pages excluding the cover page and reference list at the end). APA formatting is preferred, but not required (just be sure to cite ideas and words that are not your own and provide a list of references used at the end of your paper).

Final: "New Rules" Presentation

Working in teams of two (2) to (3), select a topic from *The New Rules of Marketing & PR* (a list will be provided) and prepare a PowerPoint presentation of 15 to 20 minutes outlining the subject matter. You are encouraged to use examples outside of the book and make use of any technology or other audio/visual aides that will facilitate understanding of the subject. Note: All team members must give some part of the presentation and everyone in a team will share the same grade.

VIII. Schedule

Our in-class activities, your weekly deliverables and homework assignments are outlined in the schedule below. This schedule is subject to change, but every effort will be made to keep the program on schedule.

Week	Activities	Deliverable(s)	Homework
1 7/10/10 Saturday	<ul style="list-style-type: none"> • Course Overview and Syllabus Review • Introductory Ice Breaker • Exercise: Famous Slogans • Lecture: Consumer Behavior 	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • Reading: Buyology 1, 2, 3 • Participation Project #1 • Register for Online Classroom
2 7/17/10 Saturday	<ul style="list-style-type: none"> • Lecture: Organizational Markets and Buyer Behavior • Participation Project #1 • Final Topics Sign-Up • Midterm Review 	<ul style="list-style-type: none"> • Participation Project #1 	<ul style="list-style-type: none"> • Reading: Buyology 4, 5, 6 • Participation Project #2 • Midterm: Brand SWOT
3 7/24/10 Saturday	<ul style="list-style-type: none"> • Lecture: Managing Products and Brands • Video: "The Persuaders" • Speaker: Mitch McMullen, CEO, Newhall Coffee • Participation Project #2 	<ul style="list-style-type: none"> • Midterm: Brand SWOT • Participation Project #2 	<ul style="list-style-type: none"> • Reading: Buyology 7, 8, 9 • Participation Project #3
4 7/31/10 Saturday	<ul style="list-style-type: none"> • Lecture: Buyology • Participation Project #3 • Video: "Maxed Out" 	<ul style="list-style-type: none"> • Participation Project #3 	<ul style="list-style-type: none"> • Reading: Buyology 10, 11, 12 • Final: "New Rules" Presentation
5 8/7/10 Saturday	<ul style="list-style-type: none"> • "New Rules" Presentation • Wrap Up & Final Thoughts 	<ul style="list-style-type: none"> • Final: "New Rules" Presentation 	<ul style="list-style-type: none"> • N/A