

I. Instructor Information

- Name: Matthew A. Gilbert
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- Office Hours: By Appointment

II. Course Description

Just as technology has dramatically changed the products we sell and buy, consumer product preferences and buying patterns are also changing. Buying behavior is the study of why consumers purchase goods and services, and the multiple factors that influence their decisions. A better understanding of consumer buying behavior offers distinct advantages when selecting target markets and designing market strategy. Topics include:

- The purchase decision process for both consumers and businesses.
- Types of consumer buying decisions and consumer involvement.
- Cultural, social, individual, and psychological affects of buying behavior.
- Major differences between consumer and business buying behavior.
- Buying behavior on the Internet.
- Marketing strategy modifications in response to consumer buying behavior.

III. Course Information

- Location: UCSB Extension Storke Center, 320 Storke Road, Goleta CA 93117
- Number/Name: BUSAD X409.47/Buying Behavior
- Start/End Date: Saturday, January 12, 2008 to Saturday, February 9, 2008 (5 Classes)
- Start/End Time: 9:00 a.m. to 12:35 p.m.
- Elective for: CPA Accounting Professional Certificate Program
- Required for: Marketing Professional Certificate Program
- Units: 2

IV. Textbooks and Materials

- Required Text: 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.

- Optional Texts: Gillin, P. (2007). *The New Influencers: A Marketer's Guide to the New Social Media*. Sanger, CA: Quill Driver Books.

Surowiecki, J. (2005). *The Wisdom of Crowds*. New York, NY: Anchor Books.

Weber, L. (2007). *Marketing to the Social Web: How Digital Customer Communities Build Your Business*. Hoboken, NJ: John Wiley & Sons, Inc.

- Periodicals:

Business 2.0	Business Week	Forbes
Fortune	Fortune Small Business	Fast Company
Harvard Business Review	Inc.	Wall Street Journal

- Websites:
 - American Marketing Association: <http://www.marketingpower.com>
 - Blogger: <http://www.blogger.com>
 - Consumer Reports: <http://www.consumerreports.org>
 - Consumer World: <http://www.consumerworld.org>
 - Direct Mail Association: <http://www.the-dma.org>
 - Federal Trade Commission: <http://www.ftc.gov>
 - Know This: <http://www.knowthis.com>
 - Merchants of Cool: <http://www.pbs.org/wgbh/pages/frontline/shows/cool>
 - The Persuaders: <http://www.pbs.org/wgbh/pages/frontline/shows/persuaders>
 - PR Web: <http://www.prweb.com>
 - The Consumerist: <http://www.consumerist.com>
 - Typepad: <http://www.typepad.com>
 - Word Press: <http://www.wordpress.com>
 - YouTube: <http://www.youtube.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

Type your assignments, preferably in APA format, and submit them electronically and with a hard copy. Assignments must be double spaced with one inch margins in 10 or 12 point Arial or Times Roman font. Save your electronic files as follows: lastname_firstname_course_assignment_date.doc. Unless extenuating circumstances necessitate additional time, your assignments will be graded and returned to you within one calendar week of its submission.

Attendance

Please make every effort to attend every class, arrive on time, return from breaks promptly and remain in class for the entire period. Missed classes will result in zero points for participation on that day. If you know ahead of time that you will miss a class, contact your instructor as soon as possible.

Changes

This syllabus, course schedules, and other documents are subject to change. You will be notified of any changes that might occur and be provided with revised materials.

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, Nick Fuentes at (805) 893-5874.

E-mail

When e-mailing your instructor include the school name and class title in your subject line or your e-mails may be overlooked or caught in a SPAM filter. Unless you send your e-mail during a weekend or extenuating circumstances arise, your instructor will reply to your e-mail within 24 hours.

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 our 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

Unless you make prior arrangements or are otherwise informed by your instructor, late assignments may be reduced by 10% of the points possible for that assignment for each day they are late. Late is defined as not being submitted by 11:59 p.m. the day they are due. Assignments more than 7 days late will not be accepted nor will assignments submitted after the last day of class.

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.

Phone Calls

You may call your instructor Monday through Friday between 10 a.m. and 8 p.m. If your instructor is unavailable when you call please leave a voicemail indicating your name, which school you attend and the class in which you are enrolled. Unless you call during a weekend or extenuating circumstances arise during a weekday, your instructor will reply to your voicemail within 24 hours.

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 and presentations, homework assignments, quizzes, 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 is 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. Deliverables

The table below outlines the deliverables (in class exercises, homework, tests, etc.) comprising the earnable points on which your grade is based. A description of each assignment follows as well. Note that in the event that all of the deliverables below are not actually assigned your grade will be based on the total point value of all assigned work.

Assignment	Quantity	Points Each	Total	% of Grade
• Attendance	5	10	50	5
• Participation	5	20	100	10
• Buying Behavior Blog	5	60	300	30
• Midterm: Chapter Presentations	1	250	250	25
• Final: Brand Analysis Paper	1	300	300	30
Totals			1000	100

Buying Behavior Blog

Using Blogger, Typepad, WordPress or another blog of your choice (except MySpace), you will create a blog with which you will document your buying behavior during each week of class. Discuss the items you purchased as well as those you didn't and share some insight into why you made the choices you did. You might also share some thoughts on larger purchases you are considering making, but might not do so during the period of our class. Please space your posts out so they are not all made in one week, but are added throughout the duration of our class.

Midterm: Chapter Presentation

Select one of nine chapter combinations from our class textbook, *The New Rules of Marketing & PR*, and prepare a presentation of no more than 10 minutes about that chapter. You may work individually or in groups of no more than two students. Every chapter combination must be selected by at least one student, but two students can make individual presentations of the same chapter. You are not required to use PowerPoint, but you are encouraged to use examples outside of the book and make use of any technology or other audio/visual aides. Also, 20% of your presentation grade will be determined by your evaluations conducted by your classmates.

Final: Brand Analysis Paper

Choose one major brand and write a detailed analysis of its consumer marketing strategy -- or for a large company you may focus on one product line within a brand. You are encouraged to compare that brand's marketing strategy to other brands in the same market segment and to compare/contrast the strengths of each. The ideal paper will be typed in 10 or 12 point Arial or Times Roman font, double spaced and 3 to 5 pages (roughly 1,000 to 1,500 words). 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 your references used at the end of your paper).

VIII. Schedule

The topics we will cover during our time together, 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	Topics	Activities	Deliverables	Homework
1	<ul style="list-style-type: none"> Course Overview and Introduction to Buying Behavior 	<ul style="list-style-type: none"> Student Introductions WordPress Overview Lecture & Discussion (as Time Permits) 	<ul style="list-style-type: none"> Select Chapter for Midterm Presentation 	<ul style="list-style-type: none"> Create your Buying Behavior Blog; Make Your First Post.
2	<ul style="list-style-type: none"> Analyzing Consumer Markets (Buying Behavior Overview) The Art of Persuasion 	<ul style="list-style-type: none"> Lecture and Discussion Watch & Discuss "Merchants of Cool." 	<ul style="list-style-type: none"> Share Your Blogging Experiences & Ideas 	<ul style="list-style-type: none"> Buying Behavior Blog Post(s). Prepare Your Chapter Presentation (Midterm)
3	<ul style="list-style-type: none"> The New Rules of Marketing (Presentation of Textbook Chapters) 	<ul style="list-style-type: none"> Midterm Presentations Lecture & Discussion (as Time Permits) 	<ul style="list-style-type: none"> Deliver Your Chapter Presentation (Midterm) Share Your Blogging Experiences & Ideas 	<ul style="list-style-type: none"> Buying Behavior Blog Post(s).
4	<ul style="list-style-type: none"> Crafting the Brand Positioning Creating Brand Equity 	<ul style="list-style-type: none"> Lecture & Discussion Watch & Discuss "A Different Kind of Grocery" and "The Star of Starbucks." 	<ul style="list-style-type: none"> Share Your Blogging Experiences & Ideas 	<ul style="list-style-type: none"> Buying Behavior Blog Post(s). Prepare Your Brand Paper & Presentation (Final)
5	<ul style="list-style-type: none"> Setting Product Strategy 	<ul style="list-style-type: none"> Lecture & Discussion Watch & Discuss "Living Large" and "6%." Watch & Discuss "Netflix." 	<ul style="list-style-type: none"> Deliver Your Brand Paper (Final) 	<ul style="list-style-type: none"> None.