

Topics in Marketing – Undergraduate Program

Academic Year: 2013 | 2014

Instructor: Ana Isabel Almeida Costa

Semester: 2

Schedule: Tuesdays, 14.00-15.20h; 15.30-16.50h

Description:

This course introduces students to selected, advanced topics in Marketing and Consumer Behavior. It covers (1) how individual (internal) and social (external) factors influence buying decisions in B2C and B2B markets; and (2) how managers can capitalize on these influences by developing appropriate marketing actions.

The learning method employed comprises 2 pedagogical components:

1. *Encourage self-development* of the essential knowledge basis through the scientific method - students must think critically about what they learn in class, derive relevant implications for marketing practice and test these implications through marketing research;
2. *Consolidate acquired knowledge* by employing it in the analysis of the marketing actions (and outcomes) of real companies and the development of own marketing management activities.

Class format includes interactive lecturing and the presentation of marketing research and cases. Students are expected to prepare for classes in advance and actively participate in presentations and discussions.

Content:

▪ Buyer Decision-Making:

Internal Influences

Knowledge and Involvement

Judgment: Attitudes and Preferences

Intentions and Buying Behavior

External Influences

Reference Groups and Opinion Leadership

Household and Organizational Environment

Marketing Communications

Consumer Culture

▪ Marketing Management Actions:

Designing and managing marketing communications with digital tools

International marketing strategies

Objectives:

- Understand buyer decision-making and how it is shaped by social, cultural and organizational issues; use this knowledge to design and implement appropriate marketing actions
- Understand and apply the principles of an Integrated Marketing Communications Plan
- Understand the marketing implications of globalization and technological innovation
- Learn how to use marketing research tools to study buyers' decisions
- Critically analyze the marketing actions (and respective outcomes) of firms
- Improve oral and written communications skills in English

Grading:

- **Homework Assignment:** Every week until mid-terms, students will be assigned a practical research task. They must complete these tasks in groups of 2-3 people and submit a brief written report of the results at the appointed date by upload to the course webpage through Moodle. Students should expect to be cold-called in class to discuss the outcome of their tasks. Grading will be based on the written reports submitted and class participation. Homework will account for 25% of the final grade. A minimum grade of 9.0 is required for approval and admission to the end-term test/exam.
- **Group Project Assignment:** By mid-March, students will start working in groups of 4-5 people on the design of an integrated marketing communications plan for a firm/brand of their choice. This project replaces mid-terms. Groups must submit a written progress report in April and a written final report in May, both by upload to the course webpage through Moodle. Both reports must be presented and discussed in class. Completion of the project accounts for 25% of the final grade. Grading will be based on the written reports submitted and class presentations. A minimum grade of 9.0 is required for approval and admission to the end-term test/exam.
- **End-term test/exam:** open book quiz with multiple choice questions, accounting for 50% of the final grade. Students can bring print-outs of teaching materials as well as course notes, books or anything else on paper. The use of electronic devices (computers, mobile phones, tablets, pocket calculators, etc.) is however NOT ALLOWED during the test/exam. A minimum grade of 9.0 is required for approval. *Students with an end-term test grade between 7.5 and 9.0 fail the test and have to repeat it in the final exam. Students whose end-term test grade is lower than 7.5 automatically fail the course and may NOT take the final exam. Exam grades fully and exclusively replace end-term test grades.*

Readings:

- Babin, B.J. & Harris, E.G. (2014). *CB⁵ - Student Edition*. 5th Ed., Cengage Learning.
- Clow, K.E. & Baack, D. (2014). *Integrated Advertising, Promotion and Marketing Communications*, 6th Ed., Pearson Education.
- Solomon, M.R. (2013). *Consumer Behavior - Buying, Having and Being*. 10th Ed., Pearson Education.

Teaching materials (syllabus, instructor slides, assignments, useful readings, grades) will be posted at the course website) in Moodle moodle.lisboa.ucp.pt. Note: All assignment reports must be submitted for grading by upload through Moodle.

Vitae:

Ana Isabel Costa is Research Fellow at Católica-Lisbon School of Business and Economics. She holds a PhD in Consumer Behavior and New Product Development (Wageningen University), a post-graduate in Research Methodology in Business Economics and Management (Erasmus University Rotterdam and Groningen University), and graduate degrees in Food Quality Management (Ghent University) and Food Engineering (Inst. Sup. de Agronomia). She was a Post-Doctorate Research Fellow at the Dept. of Marketing and Statistics of Aarhus School of Business and Dept. of Management of Universidade de Évora, a Research Fellow at the Livestock Research Institute of the Wageningen University, a Doctoral Fellow at the Product Design and Quality Management Group of the Wageningen University and a Category Manager at Pingo Doce, Grupo Jerónimo Martins. Her current research focuses on the effects of internal versus external information sources on consumer decision making and the influence of information asymmetry on price formation and pricing strategies. Her work has been published in refereed international journals such as *International Journal of Consumer Studies*, *Journal of Food Products Marketing*, *Trends in Food Science and Technology*, *Appetite*, *Food Quality and Preference* and *Critical Reviews in Food Science and Nutrition* and books like *The Crisis of Food Brands*, *Food for an Ageing Population* or *Open Innovation in the Food and Beverage Industry*.

Contact and Office Hours:

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Office hours by appointment only, following students' request.