



APCIUS INTERNATIONAL SCHOOL OF HOSPITALITY
FAST FASHION AND ACCESSORIES STUDIES AND TECHNOLOGY

SCHOOL OF HOSPITALITY / FASHION AND ACCESSORIES STUDIES AND TECHNOLOGY
DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT / FASHION MERCHANDISING
COURSE TITLE: CONSUMER BEHAVIOR AND RETAIL STRATEGIES
COURSE CODE: HPHTRO350, FTFMRO350
3 semester credits

1. DESCRIPTION

This course focuses on the origin and strategic application of consumer behavior. Students will be provided with in-depth knowledge of the main factors that affect consumer behavior, such as reference groups, families, social standing and culture. Consumer behavior will also be studied on an international perspective, taking cross-cultural interactions into consideration. Throughout the course, standard elements of retail shops and the impact of consumer behavior on retail management will be analyzed.

Under the supervision of seasoned professionals, students will spend a portion of the course operating the school retail spaces (fashion retail store, restaurant, pastry shop) that are open to the local community. In order to offer a comprehensive view of retail management, experiential learning activities are scheduled in varying types of retailers, each of them characterized by different competitors, types of products sold, customers, and style of service required.

This class includes experiential learning with CEMI.

2. OBJECTIVES

By the end of this class students will:

- Have gained knowledge on the origins of consumer behavior and strategic applications to marketing management
- Have learned about the main factors that affect consumer behavior, including culture, family, reference groups, and social standing
- Have understood how to persuade consumers and how to design persuasive messages and advertising appeals
- Be able to explain the dynamics of consumer motivation, the system of needs, and consumer perception
- Have been familiarized with marketing ethics and social responsibility

3. REQUIREMENTS

This course features an Experiential Learning project with Monday shifts at FLY, Fedora, and Ganzo. There are no additional prerequisites for this course.

4. METHOD

This course consists of lectures, class discussions, projects, and site visits within the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOK (Copy available at the university library):

Leslie Kanuk Leon Schiffman. *Consumer Behavior, Global Edition*. Pearson Education Limited. 2014.

The textbook is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

Angie Tang, Sarah Lim, *Retail Operations. How to run your own store*, Pearson, Prentice Hall, 2008

P. Farris, *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance*, Pearson Education Inc., 2010

R. Walker, *Retail Fashion: Promotion and Advertising*, London Constable, 2008

LIBRARIES IN FLORENCE

Please consult the posted schedules for official opening times of the university library. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students may also utilize additional libraries and research centers within the local community:

BIBLIOTECA PALAGIO DI PARTE GUELFA

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

BIBLIOTECA DELLE OBLATE

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation:

www.bibliotecadelleoblate.it

THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: www.britishinstitute.it/en

6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

7. COURSE MATERIALS

No additional course materials are necessary.

8. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

9. EVALUATION – GRADING SYSTEM

10% Attendance

20% Class Participation, Home Assignments and Reading

20% Paper/Presentation

20% Midterm Exam, Field Learning project (if applicable), Special/Research Project (if applicable)

30% Final Exam

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C- =70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

Absences are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.

- Hours may be distributed in different formats according to the academic course schedules.

LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is the student's responsibility to know how many absences are incurred. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

11. EXAMS – PAPERS – PROJECTS

Home Assignments

Home assignments aim at documenting your knowledge and understanding on specific aspects relating to the course topic. After each lecture, a question may be posted on the course site relating to the lecture. Students are expected to contribute a short, thoughtful response. Responses must be posted before the start of the next lecture (all posts are time stamped, late postings (after 9 am) will not be accepted). Be creative, in addition to your short text you can post pictures and videos if you'd like.

Reading and quizzes

Reading of the text book is mandatory for successful completion of the course, further reading is highly recommended. Regular reading quizzes have been designed to ensure that you are completing the reading and engaging in active learning and critical thinking about course concepts outside of class. They are also designed to help you prepare for the final exam in manageable increments. Quizzes may be open-note, which means you may use your notes to assist you in taking the quiz. Notes must be originals (not photocopied) and in your own handwriting. Quizzes will NOT be open book.

Paper/Presentation

The instructor will provide you with specific information concerning the paper/presentation topic and length. Make sure your paper/presentation conforms to academic standards in terms of style and register. Your paper/presentation must include quotations and/or citations from scholarly books, journals, or articles. Your paper/presentation must be properly referenced and must include a bibliography. Evaluation will be based on the following criteria: Pertinence & Coverage; Analysis & Understanding; Organization & Structure; Language & Accuracy; References & Bibliography.

Experiential Learning Project

The project details will be shared on the course website.

Exams

The Midterm exam will take place on Lesson 7 whilst the Final Exam will take place on week 15. Note, **the date and time of the exams cannot be changed for any reason**, so please organize your personal activities accordingly.

Format (for both exams): the exam is divided into three sections:

- Part I: 10 Multiple choice questions. Each correct answer is worth 2 points, for a total of 20 points.
- Part II: 10 short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points, for a total 50 points.
- Part III: two essay questions; each correct and complete answer is worth 15 points (based on content, vocabulary, detail, etc.) for a total of 30 points.

12. LESSONS

Lesson 1	
Meet	In class
Lecture	Course presentation – The Community Engagement Member Institutions (CEMI) and related project as integrated within the course.
Objectives	By the end of this class students will: <ul style="list-style-type: none">- Have gained knowledge about the course program- Have learned about the CEMI
Readings/ Assignment	Syllabus. Fedora Pastry Lab, FLY and Ganzo Mission and Vision

Lesson 2	
Meet	In class
Lecture	The retail environment
Objectives	By the end of this class students will: <ul style="list-style-type: none">- Have gained knowledge on the main characteristics of the retail environment.- Have learned about the specificities and differences in store organization according to the product category on sale

	<ul style="list-style-type: none"> - Be able to compare and to classify the different kinds of stores - Have been familiarized with different marketing strategies
Readings/ Assignment	Instructor will provide instructions on the assignment “Retail Operations. How to Run Your Own Store” by Angie Tang and Sarah Lim (Pearson, Prentice Hall, 2008): Chapters 1 and 4

Lesson 3	
Meet	In class
Lecture	Segmentation, targeting and positioning
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have gained knowledge on the bases used to segment consumers, such as demographics, psychographics, product benefit sought, and product-usage factors - Have learned about behavioral targeting - Have understood the interrelationship among market segmentation, targetin, and positioning - Be able to position, differentiate and reposition products
Readings/ Assignment	Exercises 2.18 and 2.21 page 79 of the textbook Chapter 2 of the textbook from page 52 to 76

Lesson 4	
Meet	In class
Lecture	Consumer motivation and personality
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have gained knowledge on the dynamics of motives, needs, and goals and how they shape consumer behavior - Have learned about the methods to identify and measure motives - Have understood motivation theories and their application to consumer behavior - Be able to explain self-image and its impact on consumer behavior - Have been familiarized with the personification of products and brands and their strategic applications
Readings/ Assignment	Exercises 3.18 and 3.20 page 113 of the textbook Chapter 3 of the textbook from page 82 to 111

Lesson 5	
Meet	In class
Lecture	Consumer perception

Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have gained knowledge on the elements of perception and their role in consumer behavior - Have learned about how consumers organize consumption-related information - Have understood the elements of consumer imagery - Be able to explain how consumers determine the quality of products and services - Have been familiarized with consumer perceived risks
Readings/ Assignment	Exercises 4.12 and 4.13 page 146 of the textbook Chapter 4 of the textbook from page 114 to 145

Lesson 6	
Meet	In class
Lecture	Persuading consumers
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have gained knowledge on the elements and persuasive capabilities of communication - Have learned how to design persuasive messages effectively - Have understood the effectiveness and limitations of prominent advertising appeals - Be able to compare broadcasting and narrowcasting
Readings/ Assignment	Exercises 7.14 and 7.15 page 214 of the textbook Chapter 7 of the textbook from page 198 to 214

Lesson 7	
Meet	In class
Lecture	Midterm exam

Lesson 8	
Meet	In class
Lecture	Academic break

Lesson 9	
Meet	In class
Lecture	Reference groups
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have gained knowledge on the credibility of reference groups and their influence on consumer behavior

	<ul style="list-style-type: none"> - Have learned about the persuasive power and credibility of spokespersons, celebrities, vendors, and media - Have understood the dynamics and measurement of opinion leadership and word-of-mouth - Have been familiarized with the process for the diffusion of innovations
Readings/ Assignment	Case-study pages 256 and 257 of the textbook Chapter 9 of the textbook from page 234 to 254

Lesson 10	
Meet	In class
Lecture	The family and social standing
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have gained knowledge on family decision-making and the consumption-related roles of its members - Have learned about the impact of social stratification on consumer behavior - Have understood the role of the family life cycle in market segmentation and targeting - Be able to compare consumption patterns of traditional and non-traditional families
Readings/ Assignment	Exercises 10.10 and 10.11 page 292 of the textbook Chapter 10 of the textbook from page 258 to 290

Lesson 11	
Meet	In class
Lecture	Cultural influence on consumer behavior
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have gained knowledge on the role, dynamics, evolution, and the impact of culture on consumers' priorities and behaviors - Have learned how to measure the influence of a culture on consumer behavior - Have understood language, symbols, and rituals as expressions of a learned culture - Be able to compare the different core values across countries
Readings/ Assignment	Exercises 11.9 and 11.11 page 315 of the textbook Chapter 11 of the textbook from page 294 to 314

Lesson 12	
Meet	In class
Lecture	Cross-cultural consumer behavior

Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have gained knowledge on how to study the values and customs of different cultures in order to develop effective marketing strategies - Have understood how to decide whether to customize products for global markets or to sell standardized ones. - Be able to explain how to identify global marketing opportunities
Readings/ Assignment	Exercises 13.14 and 13.15 page 363 of the textbook Chapter 13 of the textbook from page 342 to 362

Lesson 13	
Meet	In class
Lecture	Marketing ethics and social responsibility
Objectives	By the end of this class students will: <ul style="list-style-type: none"> - Have understood the meaning and importance of marketing ethics and social responsibility - Have gained knowledge on how marketers can exploit consumers by targeting children - Have learned about ethically questionable practices - Be able to explain the nature and consequences of provocative advertisements
Readings/ Assignment	Exercises 15.7 and 15.9 page 403 of the textbook Chapter 15 of the textbook from page 380 to 402

Lesson 14	
Meet	In class
Lecture	Projects presentations Course review
Objectives	Review the key elements in order to successfully pass the exam
Readings/ Assignment	Preparation in view of the Final Exam

Lesson 15	
Meet	In class
Lecture	Final exam