

FALL 2011

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## **BUS 476 CONSUMER BEHAVIOR: UNDERSTANDING THE TARGET AUDIENCE**

**Tuesday, Thursday, 11:25 - 12:40**

**Main Campus**

**Instructor** Sandy Bredine  
Senior Lecturer 312/906-6540  
[bredine@stuart.iit.edu](mailto:bredine@stuart.iit.edu)

### **Text**

Consumer Behavior, 10<sup>th</sup> Edition. Schiffman, Kanuk Prentice Hall, 2009

### **Suggested Readings**

The Culture Code, Clotaire Rapaille  
Emotional Branding, Daryl Travis

### **Purpose and Content**

All strategy is based on assumptions about how people will respond. Consumer Behavior is an attempt to use the insights and techniques of the social sciences to understand and predict how people will respond to messages, products, distribution channels – all the stimuli of the marketplace.

This course will focus on the practical application of ideas about Consumer Behavior to management decision making. Special attention will be given to recent developments in the discipline, including ideas about on-line behavior, the creation and manipulation of trends, the rise of marketing consciousness among consumers, the application of anthropological techniques to the study of consumer behavior, and others.

Students who complete the course will have considered the traditional topics of Consumer Behavior: Motivation, Learning, Personality, Attitude Change, Decision Making, Persuasion, Innovation and Cultural Issues. They will also get first hand experience in class projects measuring differences in consumer attitudes and behavior among target segments based on such variables as age, ethnicity, social class, family status and others.

## Grading

Grading will be based on a point system. A list of assignments detailing the point count as well as a scale indicating how many points you need to accumulate to get an A, B or C or D, will be handed out later in class.

In addition, you will be graded on "Professionalism" which includes attendance and participation, preparedness, on-time completion of assignments, and appropriate communication with the instructor regarding any problems.

## What Is Expected Of You

- 1 You will be expected to perform as a key employee in a responsible marketing communications position. Your "job" depends on your performance. There are no good reasons for work not completed, to high professional standards, on time.
2. Weekly assignments in the textbook or in other publications are to be read thoroughly in preparation for discussion.
3. The field of marketing communications requires strong communications skills. Written assignments for the course will be performed to professional standards of composition, grammar, spelling and punctuation. Assignments should be typed, double-spaced on 8 ½ x 11 paper.
4. A valuable consideration in adult education is that we all learn from one another. Sharing examples from your personal experience is encouraged, and expected. Active participation in classroom discussion is required.
5. All assignments to be turned in must be on time. Assignments turned in late for any reason will not receive an A.
6. A class missed will require explanation, preferably in advance. Excessive absence will result in a lower final grade. Students are expected to arrive on time.
7. Work submitted by the student to meet the requirements of this course must be the student's own, original work. If a student submits work that has been created wholly or in large part by others, the student will receive a failing grade on the assignment and may be dismissed from the course.
8. Work submitted for this course may not be based on, or include, work which has been developed or submitted for another course.

## About the Instructor

Sanford (Sandy) Bredine is Senior Lecturer in the Marketing Communication Program at IIT Stuart. He has over 25 years experience in the advertising and marketing field. His agency experience includes managing a large account group as well as being Executive Creative Director. He has worked for Marsteller, Inc. TLK, Grant Jacoby and Don Tennant, in advertising as well as new product development and marketing. He recently headed up his own firm, Bishop/Bredine & Associates for the past 15 years.

He received his BA in Economics and Fine Arts from Trinity College, Hartford, CN, and his MBA in Marketing from the Graduate School of Business at the University of Chicago. He has been a guest lecturer for the Gorman New Product Conference, and an instructor at the 4-A's Institute of Advanced Advertising Studies.

If you wish to talk to me, I will try to be in the classroom 1/2 hour early, or you can call and set up a specific appointment. I can be reached during the daytime at 312-906-6540. My fax number is (312) 906-6549. My E-mail is [Bredine@stuart.iit.edu](mailto:Bredine@stuart.iit.edu)

***“Reasonable accommodations will be made for students with documented disabilities. In order to receive accommodations, students must obtain a letter of accommodation from the Center for Disability Resources and make an appointment to speak with me as soon as possible. My office hours are daily from 9:30 to 12:00 except Thursday. The Center for Disability Resources is located in the Life Sciences Building, room 218, 312-567-5744 or disabilities@iit.edu.”***

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