

Module 4: Instructor Guide

This course designed for multiple audiences for those who are in undergraduate marketing programs, certificate programs, two-year Associate Degree programs and those who are taking this class as a Concurrent Enrollment (CE) course through their high school. Through this class students can learn the methods and strategies that will enable them to become better marketing practitioners.

Overview:

In this module, we will discuss the infrastructure of consumer behavior while turning our attention inward looking at the self-concept.

Read “Module 4: Lecture Notes Part I” document before having the students complete the following discussions/activities and assignments.

In-Class Activity to lead to a Discussion #1

Using the VALS framework have students identify celebrities who align with each of the eight lifestyles segments and have the explain their rationale.

In-Class Activity to lead to a Discussion #2

Use the self-concept theory to develop marketing strategies for the following products.

- a) American Cancer Society
- b) Ferrari
- c) Peace Corp
- d) Diet Dr. Pepper
- e) Head and Shoulders Shampoo
- f) Carnival Cruiselines

In-Class Activity to lead to a Discussion #3

Develop a marketing strategy based on VALS for:

- Dutch Bros Coffee
- Air B&B
- Spotify
- Electric ebikes
- Honda motorcycles
- Major League Soccer

Read “Module 4: Lecture Notes Part II” document before having the students complete the following discussions/activities and assignments.

In this section of the module, we will keep the focus on culture and look at the macro view of the United States and the importance of demographic and social economic plays a role in our consumer behavior. Then we will dissect by doing some demographic analysis to see some cultural trends to help shape some of our marketing strategies

In-Class Activity to lead to Discussion #1

Write one-page descriptions of themselves in ten years. Instructor Note: Compare the males versus families and how they describe both career and family and any other important takeaways

In-Class Activity to lead to Discussion #2

What responsibilities do advertisers have to help change gender-role (or other) stereotypes?

In-Class Activity to lead to Discussion #3

What is cause-related marketing? Why is it often successful?

In-Class Activity to lead to Discussion #4

List 10 products that are popular now, but you believe will be obsolete within the next 10 years and give your rationale?

In-Class Activity to lead to Discussion #5

Given the projected changes in America’s demographics, name five products that will face increasing demand and five that will face declining demand?

In-Class Activity to lead to Discussion #6

Is it ethical for marketers to use the mass media to promote products that most members of the lower classes and working class cannot afford?

In-Class Activity to lead to Discussion #7

What, if any, unique ethical responsibilities exist when marketing to ethnic subcultures?

Read “Module 4: Lecture Notes Part III” document before having the students complete the following discussions/activities and assignments.

In this section of the module, we will be examining situational influences within consumer behavior. Depending on the circumstances around a purchase or consuming behavior, a consumer may receive a

different amount of value. Situational influences, or effects unrelated to enduring customer, brand, or product qualities, refer to these contextual effects. Things connected to time, place, or antecedent conditions may be included in contextual effects. They may also have an impact on how consumers digest information and shop, including how purchases are made and what is consumed. Situational factors alter the desire to consume things, which alters the worth of those things. In several product categories, situational factors might also trump consumer brand preferences. In other words, situational influences are all those elements unique to a time and place that have an impact on present behavior but do not result from knowledge of the stable characteristics of the consumer and the stimuli.

In-Class Activity to lead to Discussion #1

Discuss the potential importance of each type of situational influence in developing a marketing strategy to promote the purchase of (gifts to/shopping at)

- Denver Dumb Friends League
- Jimmy Johns
- Samsung Galaxy Z
- Coca Cola with Coffee
- Circle K
- Moscot Sunglasses

In-Class Activity to lead to Discussion #2

Do your shopping behavior and purchase criteria differ between purchases made for yourself and purchases made as gifts? How?

In-Class Activity to lead to Discussion #3

Describe a situation in which a mood (good or bad) caused you to make an unusual purchase.

In-Class Activity to lead to Discussion #4

Describe the consumption rituals your family has associated with the following

- Family birthdays
- Summer vacations
- Thanksgiving
- Halloween
- Mother's Day
- Father's Day
- New Year's Eve