

Module 3: 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

- In this module we will discuss the consumer's culture and impacts on the consumer behavior process. To begin we will look at the importance of group and interpersonal influences play a role in these buying decisions.

Read "Module 3: 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

Come up with **one** market segment for each of the following, describe two unique reference groups and indicate the probable degree (low, medium, or high) of influence on these decisions for each group and **explain why.**

- a) *Brand of mouthwash:*
- b) *Purchase of an electric scooter:*
- c) *Purchase of breakfast cereal:*
- d) *Becoming a vegetarian*
- e) *Choice of a wireless speaker such as the Amazon Echo*

In-Class Activity to lead to a Discussion #2

Describe two groups to which you belong. For each, give two examples of instances when the group has exerted (a) informational, (b) normative, and (c) identification influence on you.

In-Class Activity to lead to a Discussion #3

Develop two approaches using reference group theory to reduce e-cigarette consumption among teenagers.

In-Class Activity to lead to a Discussion #4

Do you belong to a brand or online community? If so, describe the benefits you derive from this group and how it affects your consumption.

Read "Module 3: Lecture Notes Part II" document before having the students complete the following discussions/activities and assignments.

This section of the module we will define culture. Understand key differences between acculturation and enculturation, how does verbal and nonverbal communication play a role in our consumer behavior

process. Also, we will explore how emerging consumer markets and current trends can provide us opportunities as marketers.

In-Class Activity to lead to Discussion #1

Education and health are values that sometimes divide a country. Please research and write a 2-3page paper on one of these topics in terms on how we do or not support these values in the United States. Please bring in at least three sources to support your claims and explain the impacts on this level of support on our individual or collective “purchase” decision.

In-Class Activity to lead to Discussion #2

Do you believe Americans’ concern for the environment is a stronger value than their materialism?

In-Class Activity to lead to Discussion #3

Please note: The following discussion contains very sensitive information and should only be used if the audience is mature enough to handle this type of topic.

Suppose An insurance company shows a gay couple with the importance of purchasing life insurance or Mattress King shows a gay couple using one of its mattresses and/or pillow in ads on network television. Is a backlash by those who do not accept the gay community a likely response? How are such consumers likely to respond? Why?

In-Class Activity to lead to Discussion #4

Again, please note: The following discussion contains very sensitive information and should only be used if the audience is mature enough to handle this type of topic.

Using either scenario above please write a press release or statement supporting the ad.