MKTG 951: Consumer Judgment and Decision Making

Fall 2019

Instructor: Barb Mellers mellers@wharton.upenn.edu

When and Where: Tuesdays 9-12 (JMHH 741; Marketing conference room)

Course website: Canvas

Course Overview:

This course will give you an overview of judgment and decision-making topics in consumer research. The weekly readings will cover some classic papers and some newer areas in consumer decision making. You will learn about outstanding questions and current controversies. Each week, I’ll start with a short lecture and then we’ll discuss articles. Your job is to read all assigned papers and come up with at least two discussion questions. Be prepared to share your answers. You also need to bring an idea about a topic of the week that could eventually lead to a study. See below. The final project is a research proposal. Students will present proposals on the last day of class.

Assignments

Each week before 11 pm on Mondays, submit via Canvas

1) An idea related to the current set of readings. It should be at least a few paragraphs in which you: 1) react to a paper by proposing a different theoretical mechanism, 2) discover a flaw in reasoning, 3) create a new way to investigate the question, 4) investigate boundary conditions, or something entirely different. Be prepared to discuss the idea in class.

(2) At least two interesting discussion questions. Be prepared to share your answers.

Students will take turns presenting papers and leading discussions about key components.

On the last day of class, turn in a research proposal and present your work to the class. You’ll have a chance to share your ideas and get feedback. The proposal could build on one or more of your weekly ideas or it could be completely new. This is a half course, so there will not be a midterm or final. Generate a research idea related to the course, briefly discuss relevant papers, propose a design, say how you would implement the experiment, what analyses you would do, and inferences you would draw given different results. The proposal should not exceed 6 pages (excluding references or graphs). It should be typed, double-spaced, 12 point font, and 1 inch margins. Don’t hesitate to talk to me about your ideas or proposals before the deadline.

- Grading
Course Schedule

Oct 22\textsuperscript{nd}, More on Constructed Choices


Recommended Reading


Oct 29\textsuperscript{th}, Emotions in Judgment and Decision Making


Recommended Readings:


**Nov 5th, Loss Aversion in Hedonic Ratings**


**Recommended Reading.**


**Nov 12th, Financial Decision Making**


**Recommended Readings:**


**Nov 19th, When and Why Do Nudges Work?**


**Recommended Reading:**


**Dec 3rd, Presentations**