

In-class Short Paper



MKT 4503

Buyer
Behavior

MKT Application

Canvas

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Fall 22

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▼ Syllabus

F22 Syllabus Buyer Behavior (August 20)_revised.pdf

▼ Week 1. Introduction

0 CB INTRO_upload.pdf

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▼ Week 2. Methods and Tools + Value

2 CB Research Methods_upload.pdf

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▼ Group Discussion

Group Discussion Guideline_Marketing Application.pdf

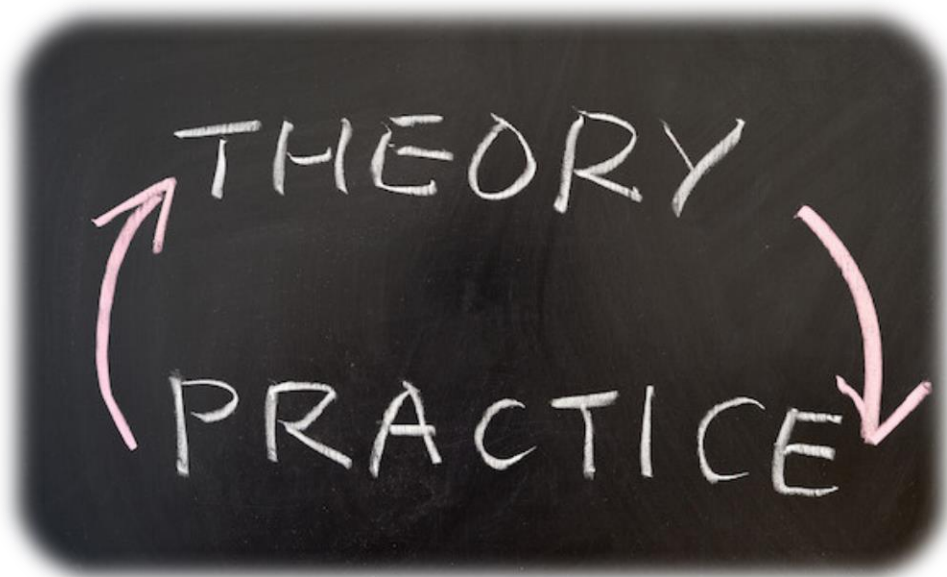
Format_MA Short Paper.pdf

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Group Final_Aug31.pdf

Introduction (Goal)

- To **integrate** what you have learned with what is going on around you in the real-worlds



INPUT Class Lecture!



OUTPUT

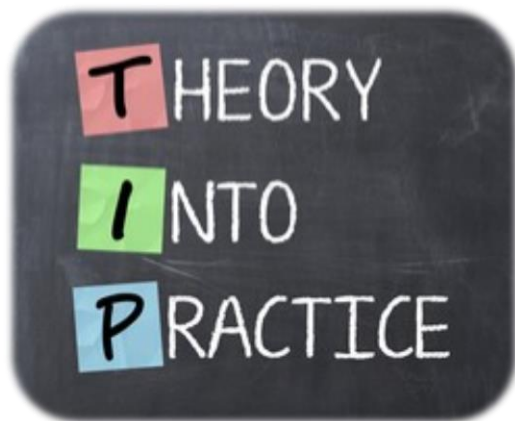
- ✓ After every **chapter lecture**
→ **Market Application** Group Activity (e.g., every week)
- ✓ 1 p. short paper submission until 6 pm. (Thursday)

*You can submit after
the class as well!*

Introduction (Goal)

“There is nothing as practical as a **good theory**.”

- Emphasize the idea of **theory** to **practice** and **practice** to **theory**
- Theory should provide new idea,
and ideas should be fruitful to dealing with the real-world situation



(Self) Generation Effect

ENCODING
Information is
placed in
memory.

The generation effect is a phenomenon where information is **better remembered** if it is generated from **one's own mind** rather than simply read



Marketing Application Practice!

- Apply consumer behavior **theories** to make **marketing decisions** and **solve problems** that a company/brand may face (i.e., **theory to practice**)
- Demonstrate strong discussion and group collaboration skills
- Communicate understanding of consumer behavior concepts in a **clear**, **well-organized**, and **concise** fashion



Planning Your Report	
Title	
Introduction What is the report about?	
Sub-heading Add interesting facts and information below.	
Sub-heading Add interesting facts and information below.	

Goals of Group Project

New Perspective!



You can see as much as you know.
What you see then will be totally different from
what you used to see before.

Overview

Guideline for the Application Paper

- Choose **theory** or **concept** you want to exercise for applications
 - 1) Brief explanation for the concept and theory (your own words)
 - 2) Provide real world examples
 - 3) **Marketing application idea**



Contents examples (Application)

- 1) What product/brand/company/context you want to apply
- 2) Problem definition (what is the problem? → Motivation)
- 3) Expected outcome (marketing goal? e.g., increase attention)
- 4) How?
- 5) Reference images (optional)



Guidelines

Let's check Canvas together

- 1-page short paper (SP)
- Single-spaced, 1-inch margin, Calibri font, 11-point font size.

Group #: _____(name)	Date: _____(SP#)
1. Brief explanation for the concept and theory (your own words)	
2. Real world examples	
3. Marketing application idea (solutions, suggestions)	

5 pt.

10 pt.

- Choose 1 idea → deeply (o)
- Several idea introduction (o)

Total: 15 pt.