DECISION THEORY, BEHAVIORAL DECISION THEORY, INFORMATION PROCESSING, JUDGMENT/CHOICE, FAMILY DECISION MAKING, CROSS-CULTURAL DECISION MAKING, AND OTHER ASSORTED BUT HIGHLY RELEVANT TOPICS

OR

SEMINAR IN BEHAVIORAL RESEARCH

MKTG 972
SPRING 2002

Time: TTH 12:30 - 1:45
Room: CBA 337

Procedures: All class members are responsible for the required readings for each period’s class. All class members are expected to participate in the discussion each class period. Further, you are to have one written question (which is to be turned into me at least ten minutes before each class period) which has been provoked as you read the articles for the class and which is intended to stimulate discussion during class. It should not be answerable with a simple yes or no. Further, “good” questions will integrate at least two of the readings for that class period. You are encouraged to place the questions in the context of your expected dissertation research.

The grade will be determined by (1) a midterm (which will have ambiguous, comp-like questions), (2) a take-home final (which may entail the critical evaluation of a manuscript, including suggestions as to how to improve the paper for re-submission), and (3) a term paper applying some of the material covered in this seminar to a topic of interest to you (this should include a review of the problem, a literature review, hypotheses, proposed methodology, and proposed analyses—and somewhere there should be strong justification for the proposed study). Use the Journal of Consumer Research style sheet as a guide for the proper format. The paper is due April 26. Each of the three components above will be weighted 30%. In addition, the quality (and not necessarily the quantity) of class participation will be weighted 10%. Should I deem that the level of the class preparation has fallen off after the midterm exam, the final will also take the form of an essay test.

There will be no incompletes given due to time pressures unless there is a health problem with you or with one of your family members. However, if a term paper is turned in that is not acceptable BUT which has the potential to be acceptable, you may have it returned to you with feedback, be given an incomplete, and be asked to resubmit it before the start of summer school. This has been the typical scenario. If a paper is turned in that is judged to be unacceptable and not to have the potential to be acceptable, you will just receive a very low grade.

Students are advised that neither the Marketing Department nor the College of Business Administration will tolerate sexual or racial harassment in the classroom. If you have such a complaint, you may take it up with the instructor, the department chair, the dean, or the campus EEO/Affirmative Action office.
TENTATIVE COURSE OUTLINE

Jan 15 INTRODUCTION/DECISION MAKING


Jan 17 UTILITY THEORY/RISK


Jan 22 EXPERIMENTAL DESIGN CONCERNS


Peter, J. Paul (19??), "On Ignoring Research Education," Source Unknown at this time.


Jan 24 TASK AND CONTEXT EFFECTS


**Jan 29 PROCESS MONITORING APPROACHES**


**Jan 31 FAMILY 1**


**Feb 5 FAMILY 2**


**Feb 7 CROSS CULTURAL DECISION MAKING**


**Feb 12 COGNITIVE BIASES**


**Feb 14 JUDGMENT/CHOICE AND PREFERENCE REVERSALS**


**Feb 19 PROSPECT THEORY AND MENTAL ACCOUNTING**


**Feb 21 FRAMING**


Feb 26 MOTIVATION/AFFECT


Feb 28 ATTRIBUTION THEORY AND RELATED NOTIONS


March 5 MOTIVATION/COGNITIVE INTERFACE


March 7 FISHBEIN EXTENDED MODEL


March 12 EXTERNAL INFORMATION SEARCH


**March 14 PERCEPTION AND CURIOSITY**


**March 19 and 21 SPRING BREAK**

**March 26 LEARNING**


**March 28 ESSAY EXAMINATION**

**April 2 EXAMINATION DISCUSSION/CATEGORIZATION**


**April 4 SCRIPTS/KNOWLEDGE STRUCTURES/SCHEMAS**


**April 9  CHOICE PROCESSES**


**April 11  PROCESSING OF PERSUASIVE COMMUNICATION**


**April 16  CONTROL PROCESSES**


**April 18  EXPERIENCE/EXPERTISE**


**April 23 IMAGERY/PERIPHERAL PROCESSING**


**April 25   GENDER**


**April 30 SOCIAL CONTEXT/GROUP PROCESSES**


**May 2 YOUNG/OLD**


**May 9 TAKE HOME FINAL DUE IN MY OFFICE BY 5:30 PM**

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