



CONSUMER BEHAVIOR (BEM 325)

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LET'S BEGIN WITH A BRIEF CONSUMER BEHAVIOR STORY...

Mini Case: Tide Wants to Avoid "Diluting" Its Brand Equity

For decades, consumers have approached the shelf looking for familiar [Procter & Gamble \(P&G\)](#) brands such as [Bounce](#), [Charmin](#), [Crest](#), [Mr. Clean](#), and [Tide](#), among others. Tide powder arrived on the shelf in 1946, and it coincided well with the introduction of automatic washing machines. Tide was revolutionary in the way that it provided a way to wash clothes using a small cup of powder.

Tide quickly became the No. 1 detergent in the United States, and its profits fueled P&G's creation of its other aforementioned major brands. Consumers were willing to pay more for the trust in knowing that if it was Tide, then it was worth the extra money.

Mr. Pete Bledsoe, P&G's Senior Brand Manager for Tide, sat at the [Great American Ballpark](#) on the banks of the Ohio River sipping a Schlitz beer while eating Cincinnati's famous [Skyline Chili](#). P&G Night at the ballpark was an annual event, and this particular August, the [Cincinnati Reds](#) were in the hunt for the National League Central crown. Still, the stadium was only half-full because people lacked the discretionary funds needed to enjoy a night at the ballpark. The recession and its direct effects were felt everywhere, and the detergent category was no exception. To save money, consumers were buying cheaper versions of established brands as well as private-label detergents.

Tide was as trusted and as recognized as any brand in the supermarket. Tide came with a high price tag, however. In good times, consumers were willing to pay more for Tide -- the brand used for decades by their parents and by other trusted friends and family members. In tougher financial times, however, consumers opted to purchase more inexpensive products (e.g., private-label detergents).

Tide was not immune to this trend, and the data were speaking loudly.

For the four weeks in July, Tide had 17.4% and 17.1% market share of the liquid laundry detergent and powder laundry detergent categories, respectively (not including Wal-Mart data). Although many brand managers would be quite happy with these numbers, for Mr. Bledsoe, these were unprecedented lows in both categories, and the numbers had sharply declined in merely one year. Mr. Bledsoe met with his associates weekly to brainstorm about ways to reinvigorate the Tide brand. Ms. Chelsea Dixon, an Assistant Brand Manager for Tide, suggested that something closer to a basic version would fit nicely into the existing line of detergents. This basic version would be priced very competitively. Mr. Bledsoe was reluctant to try this. He thought that a basic version of Tide might eat away at the market for regular Tide (that accounted for \$3 billion and just under 4% of P&G's annual revenue).

In the end, the decision of whether to go with a basic version of Tide was Mr. Bledsoe's. He told his colleagues that if this path was to be considered seriously, then there were a couple of issues which needed to be addressed before other steps were taken.

1. Would this basic version of Tide be powder or liquid? Most of Tide detergents were sold in liquid form. During the tough economic times, however, powdered versions (because of their lower price) were becoming increasingly popular. Testing powder was also significantly less expensive than testing liquid.
2. In market research, the word first mentioned when consumers were asked about Tide was "orange." Mr. Bledsoe wondered if this basic version of Tide should also be orange, or if the package should be in a different color. After all, consumers move in and out of the detergent aisle briskly, and package color drives choice.

If you were Mr. Bledsoe, P&G's Senior Brand Manager for Tide, how would you proceed with the potential launch of this basic version of Tide detergent?

In this consumer behavior class, you will learn how to tackle marketing challenges like these in which the psyche of the consumer needs to be carefully considered. Marketing (largely based on understanding consumer behavior) is responsible for generating demand for products. If we do not do our jobs as marketers by building consumers' desire to purchase our products, then our products will not succeed in the market. We must build a loyal and passionate customer base who demands what we can make well for them. This class will help you learn what to consider in the way of consumer behavior/psychology and how to move forward!

COURSE DESCRIPTION, UPCOMING COURSE DISCUSSIONS/TOPICS, AND COURSE GOALS:

We are all consumers. We are also complex -- and our fickle nature makes it very difficult for marketers to predict our buying patterns over time. In this course, using business cases, conceptual discussions, and Dan Ariely's *Predictably Irrational*, we will study and discuss the importance of understanding the psyche of the consumer. By the end of the course, you will understand the challenges associated with making decisions using insights from the world of consumer behavior.

We will discuss the importance of effective positioning, given the intricate consumer behavior details presented in the *Clocky* case. The Clocky is an alarm clock that forces an individual to get out of bed to silence it! Should Clocky be positioned as a rational/functional sleep aid or as a fun/fad gift? Who is the target market, and what is the value proposition for Clocky? Do these two things shift depending on your chosen Clocky positioning? In addition, is Clocky a sustainable product, or is it a fad? Also, as we think about marketing strategy and marketing mix-positioning synergy, how do the 4 Ps evolve depending on your chosen Clocky positioning?

We will then analyze the effect of negative consumer marketing on brand image and brand loyalty in our *Victoria's Secret* case. We will also see how important it is to understand the effect of influencers on consumer behavior in our *Cialis* case. In our final case, *Modelo*, we will examine whether the brand should continue to develop separate marketing campaigns for Hispanic consumers and for the general market.



By the end of the course, you will be able to do the following:

- Make marketing decisions considering consumer behavior/psychology
- Think critically about consumer behavior/psychology issues that are in today's headlines
- Appreciate the importance of understanding the ever-changing consumer
- Understand the roles of digital marketing efforts on consumer behavior

BOOK AND CASES:

The book that we will use throughout this course is *Predictably Irrational* (2009) by Dan Ariely. To access our cases, please purchase the Harvard case coursepack. Instructions for purchasing the book and for purchasing the Harvard case coursepack are in a subheader in the "Welcome to Consumer Behavior!" module on Canvas.

HONOR CODE:

“The Wake Forest Undergraduate Honor Code (the ‘Honor Code’) is grounded in a fundamental commitment from each member of our community to honesty and integrity. Adherence to the Honor Code enables our community to live and to work together with a shared sense of trust and respect. Violations of the Honor Code are treated with the utmost seriousness because they undermine both personal integrity and community standards. Specific offenses under the Honor Code include cheating, plagiarism, stealing, and deception in both academic and social settings.” This excerpt (above) is from the “Student Conduct” page of our “Student Handbook.”

USE OF GENERATIVE ARTIFICIAL INTELLIGENCE:

Generative AI (e.g., ChatGPT, Bing, etc.) may be used for assignments in this course if appropriately cited. If you are in doubt as to whether you are using AI language models appropriately in this course, then please discuss this with your instructor. Examples of citing AI language models are available [here](#). Because Generative AI can help you think (but not think for you), it is inappropriate simply to submit anything generated from AI tools without checking/modifying, in some way, for your use (like needing to put quotes from another author into your own words). You should also know that Generative AI can be wrong -- confidently, in fact -- and you will be responsible for any errors or omissions provided by the tool. Failure to follow this generative AI policy is a violation of the Honor Code.

COURSE CONTINUATION:

This course may go online if I (the instructor) am quarantined. If I become unwell and cannot teach in person or remotely, an understudy instructor may step in. In this latter case, the new instructor will ensure that the course and its content will continue successfully, despite my necessary absence.

SHARED RESPONSIBILITIES:

Each of us shares responsibility for the health and safety of all in a learning space. You are encouraged to stay informed about the latest guidance and to review the Public Health Emergency Addenda to the Student Codes of Conduct (now part of the Undergraduate Student Conduct Code).

ACCOMMODATIONS FROM THE CLASS OFFICE:

Wake Forest University provides reasonable accommodations for students. If you need an accommodation, then please contact the Center for Learning, Access, and Student Success (CLASS) Office (118 Reynolda Hall, 336.758.5929, class.wfu.edu) as early in the semester/term as possible. Retroactive accommodation will not be provided.

DIVERSITY AND INCLUSION:

At Wake Forest University's School of Business, we understand that a diverse and inclusive learning environment inspires creativity, innovation, and a feeling of belonging which are essential to the art of business. We also know that to address current and emerging national and global marketing challenges, it is important to learn with and from people who have different backgrounds, thoughts, and experiences. We can broaden our perspectives by sharing our personal stories and by learning from one another.

LIBRARIAN ASSISTANCE:

Our School of Business librarians are terrific. Students often are interested in gathering more information about concepts that we apply in class. [Morgan Ritchie-Baum](#) and [Summer Krstevska](#), our terrific librarians in the School of Business' Information Commons, have always served our students extremely well. Morgan and Summer have access to a mountain of databases, secondary research sources, and other information, and they are ready to help you and to answer your questions. Morgan and Summer are available for both in-person and virtual research sessions. Please simply choose the option that works best for your needs when [booking an appointment](#).

EXPECTATIONS:

I expect you to put forth significant effort to learn and to think critically about the material. If you are having trouble with anything in class, then I will be very happy to help you. If you come to class and you are unprepared for *any* reason, then please let me know *before* the start of class. I also expect everyone to contribute to her/his team efforts.

EXAMS:

Both exams will be closed-note and closed-book. Exams will be comprised of several short-answer questions. Material from the cases, readings, class discussions, and textbook could appear on the exams. Exam dates are outlined in the class schedule. Please make note of the exam dates now. You are responsible for being present for exams. Make-up exams or early exams will be given for documented medical or family emergencies. In addition, an early exam may be given for other reasons (beyond medical and family emergencies), but you need my approval (please ask for it well in advance of the scheduled exam date) to be given an early exam. A grade of zero will be assigned for a missed exam. Please do not discuss the content of the exam with anyone who has yet to take it.

PARTICIPATION:

Class attendance and participation are not synonymous. I expect everyone to participate. Merely attending class does not enhance your participation grade, but missing class could hurt it. I expect you to have completed all assignments prior to class and to participate fully in class discussions by presenting your insights to me and to your classmates. Please feel free to discuss why you agree with a classmate and please speak up when you have an objection to raise or a disagreement to voice! Scores for participation will be given after each class session. To earn a point for participation at the end of a class session, you will need to have enhanced the learning environment by contributing an insightful comment during the class discussion. Please keep in mind that participation grades, like all other course grades, range from 0-100. Given that participation will comprise 15% of your final course grade, lack of participation in class discussions will result in a lower final course grade.

PEER EVALUATION FORM:

At the beginning of our 27th session (on 4.22), please submit a Peer Evaluation Form (this form is in a submodule in the "Welcome to Principles of Marketing!" module on Canvas) to discuss your contributions to your team's efforts as well as those of your teammates. The peer evaluations could substantially affect one's participation grade if they reflect that a group member has not contributed appropriately. Not submitting one's Peer Evaluation Form on time could also negatively impact one's participation grade.

GRADING:

Your course grade will be calculated as follows:

Exam 1	35%
Exam 2	35%
Competing with Halo Top (Team Project)	15%
Participation	15%

The possible grades for this course are as follows:

Grade	%
A (Mastery -- Exceptional)	94-100
A- (Highly Proficient -- Superior)	90-93
B+ (Proficient -- Very Good)	87-89
B (Capable -- Good)	84-86
B- (Acceptable)	80-83
C+ (Solid -- Satisfactory)	77-79
C (Somewhat Questionable)	74-76
C- (Questionable)	70-73
D+ (Unsatisfactory)	67-69
D (Unsatisfactory)	64-66
D- (Unsatisfactory)	60-63
F	Below 60%

CASE DISCUSSION:

The cases describe business situations. Your job is to organize the facts, to extract the important information, and to use this information to develop the best plan for dealing with the situation(s). The case issues are complex, and they are often ambiguous. You will need to draw on the knowledge you have gained in this class and in previous coursework as well as your own creativity and intuition. To benefit from and to contribute to the case discussions, you need to prepare thoroughly. You should not discuss these cases with students who have studied them in past years, and you should not refer to any material from past years. In addition, you should not visit a company's website to get information to use in the case discussion. *Please analyze the case using only the information present in it.* I encourage you to discuss the cases with your team members. This will allow you to hear others' perspectives on the case before we discuss it together in class.

Cases for the different class sessions have been carefully selected to meet a variety of objectives. They provide exposure to decision making in diverse contexts (e.g., different types of customers, competition, industry situations, etc.). The case for a particular class will deal with issues related to the topic of the day.

PREDICTABLY IRRATIONAL TEAM LEAD-OFF DAYS:

Each team will have an opportunity to begin one class session by presenting a chapter (please see the Course Schedule that appears later in our syllabus) from our *Predictably Irrational* book. Your team can use slides to present the information, but please do not feel tied to a formal slide-based

presentation. If you want to act out the reading (and the learnings from it) via, say, a skit...then that works too. These presentations can be very informal. They should situate the importance of the session's content, and they should nicely lead us into a discussion of the session's content.

LAUNCHING A PRODUCT TO COMPETE WITH HALO TOP (TEAM PRESENTATION):

On 4.24, your team will present on a product that you are launching to compete with [Halo Top](#). The presentation should be no more than 10 minutes (and no more than four slides -- not including the title slide). Each team member should have a speaking role in the presentation. Please e-mail a copy of your presentation to me (as a .pptx file) by no later than 5PM on 4.22.



In the presentation, please address the following questions:

1. Which of the databases (please use at least three of the databases that are presented by Morgan Ritchie-Baum in class on 2.18) did you use? Please add your citations in the "Notes" section at the bottom of your presentation's title slide.
2. What are the most prevalent consumer behavior trends in the traditional (i.e., dairy-based) ice cream market, and do they differ from those trends in the market in which Halo Top competes?
3. How will you take advantage of the trends in the less traditional frozen dessert/ice cream market and produce a consumer-focused product that is in line with these trends?
4. Which segment(s) did you target and why?
5. How did you uncover the segments that are present in the market?
6. How did you decide to position your new product, and which insights from the data did you learn in order to arrive at a position in the market?
7. Which tactics from class will you apply to the marketing of your new product?

Your grade will be determined by the extent to which you use multiple (at least three) databases (presented by Morgan Ritchie-Baum in class on 2.18) to answer the questions listed above, follow the directions/guidelines above, master the presentation (i.e., slides are proofread, an organized/orderly presentation is delivered, floor time is shared), and engage the audience (e.g., eye contact with your audience is made and your classmates' questions are answered).

SCHEDULE OF COURSE ASSIGNMENTS:

**Sessions 1 and 2: Course/Consumer Behavior Overview
and The Marketing Concept**

Session: Date	Discussion Topics	Objectives	Reading/Assignment
1: Tuesday, January 14	Consumer Behavior and Course Overview	1. Define consumer behavior 2. Identify other disciplines (outside of marketing) that impact consumer behavior 3. Understand the traditional and emerging aspects of consumer behavior and the role that AI increasingly plays	In <i>Predictably Irrational</i> , please read “A Note to Readers: Dear Readers, Friends, and Social Science Enthusiasts,” “How an Injury Led Me to Irrationality and to the Research Described Here,” and “The Truth about Relativity: Why Everything Is Relative -- Even When It Shouldn’t Be”

Session: Date	Discussion Topic	Case Topics	Reading/Assignment
2: Thursday, January 16	Case 1: <i>Clocky</i>	Consumer Behavior, Positioning, and the Marketing Concept	<i>Clocky</i> case preparation

**Sessions 3, 4, 5, and 6: Perception, Learning, Memory,
and Digital Consumer Behavior**

Session: Date	Discussion Topic	Objectives	Reading/Assignment
3: Tuesday, January 21	Perception: Day 1	1. Understand how sensation and perception differ 2. Explain how product design affects consumer adoption 3. Understand how sonic identities can affect perception	Team 1 <i>Predictably Irrational</i> Lead-Off Day: In <i>Predictably Irrational</i> , please read “The High Price of Ownership: Why We Overvalue What We Have” Another assigned reading has been added to Canvas

Session: Date	Discussion Topic	Objectives	Reading/Assignment
4: Thursday, January 23	Perception: Day 2	1. Describe how haptic (touch) cues affect consumer behavior 2. Identify the stages of perception 3. Explain how schemas affect the adoption of new products 4. Understand the importance of perceptual maps in positioning strategy	Assigned readings have been added to Canvas

Session: Date	Discussion Topic	Objectives	Reading/Assignment
5: Tuesday, January 28	Learning and Memory	1. Explain how classical conditioning can lead to brand affinity 2. Discuss how marketers effectively repeat advertisements and avoid overexposure 3. Discuss the effect of consumer involvement on product evaluation 4. Explain how line extension attractiveness is affected by stimulus association 5. Describe how nostalgia plays a role in consumer preferences	An assigned reading has been added to Canvas

Session: Date	Speaker Topic	Speaker	Reading/Assignment
6: Thursday, January 30	Consumer Behavior and the Marketing Funnel	Katharina Haynes Bethea Enterprise Digital Account Executive, Salesforce	Katharina's assigned readings (and questions to consider) have been added to Canvas

Session 7: Motivation and Emotion

Session: Date	Discussion Topics	Objectives	Reading/Assignment
7: Tuesday, February 4	Motivation and Emotion	1. Describe how the method in which we pay affects purchase 2. Explain how motivational conflict affects consumer choice 3. Explain the overjustification effect and its effect on consumer motivation 4. Describe how mood affects consumer behavior 5. Explain how the evoking of specific emotions affects consumer decisions differently	Team 2 <i>Predictably Irrational</i> Lead-Off Day: In <i>Predictably Irrational</i> , please read "The Cost of Social Norms: Why We Are Happy to Do Things, but Not When We Are Paid to Do Them" Another assigned reading has been added to Canvas

Sessions 8 and 9: Attitudes

Session: Date	Discussion Topic	Objectives	Reading/Assignment
8: Thursday, February 6	Attitudes: Day 1	<ol style="list-style-type: none"> 1. Explain how the three components of an attitude differ from each other 2. Understand how a desire for cognitive consistency affects attitudes 3. Understand the importance of "balance" in consumer decisions 4. Explain how a preference for balance affects the power of celebrity endorsement of products/candidates 5. Understand what needs to be measured to predict consumer behavior 	<p>Team 3 <i>Predictably Irrational</i> Lead-Off Day: In <i>Predictably Irrational</i>, please read "The Cost of Zero Cost: Why We Often Pay Too Much When We Pay Nothing"</p> <p>Another assigned reading has been added to Canvas</p>

Session: Date	Discussion Topic	Objectives	Reading/Assignment
9: Tuesday, February 11	Attitudes: Day 2	<ol style="list-style-type: none"> 1. Explain how marketers construct persuasive messages 2. Understand how various appeals in communication (humor, fear, and sex) affect consumer decisions 3. Identify the key characteristics a spokesperson must have to be persuasive, and understand how these characteristics differ as a function of consumer involvement 4. Explain the Elaboration Likelihood Model and its predictions for the best way to promote most effectively 	An assigned reading has been added to Canvas

Session 10: Personality

Session: Date	Discussion Topic	Objectives	Reading/Assignment
10: Thursday, February 13	The Role of Personality in Consumer Behavior	1. Explain the effect of frugality on consumer behavior 2. Describe how spendthrifts and tightwads differ from each other and complement each other 3. Describe how various personality traits manifest themselves in the behavior of consumers 4. Describe the “personalities” of some of your favorite brands 5. Describe brand arrogance and the role it can play in consumer adoption	Assigned readings have been added to Canvas

Sessions 11 and 12: Halo Top Research

Session: Date	Speaker Topic	Speaker	Reading/Assignment
11: Tuesday, February 18	Consumer Behavior Databases in the WFU School of Business	Morgan Ritchie-Baum Research & Instruction Librarian - Business & Social Sciences, Wake Forest University	Please become familiar with the following research sources here in the School of Business: IBISWorld Business Source Premier ABI/INFORM NexisUni Mintel eMarketer Statista This Market Research Report will help you as you search for information

Session: Date	Discussion Topic	Objectives	Reading/Assignment
12: Thursday, February 20	Competing with Halo Top: New Product Launch Team Preparation (Day 1)	<ol style="list-style-type: none"> 1. Work with your teams on the project 2. Outline how you will move forward on the product launch 3. Ask for clarification in areas in which I can be helpful 	Please prepare for new product launch to compete with Halo Top

Session 13: Nudging

Session: Date	Discussion Topic	Objectives	Reading/Assignment
13: Tuesday, February 25	Nudging Consumer Behavior	<ol style="list-style-type: none"> 1. To understand the importance of nudging in consumer behavior 2. To use nudging to guide consumers' choices and general behavior 	An assigned reading has been added to Canvas

Session 14: Midterm Exam Review Session

Session: Date	Discussion Topic	Objectives	Reading/Assignment
14: Thursday, February 27	Midterm Exam Review Session	<ol style="list-style-type: none"> 1. To review format for the midterm exam 2. To answer any questions about the course from Session 1 – Session 13 	Please prepare for the midterm exam review session

Session 15: Midterm Exam
Tuesday, March 4th
11:00AM – 12:15PM

Sessions 16 and 17: Social Influence

Session: Date	Discussion Topic	Objectives	Reading/Assignment
16: Thursday, March 6	Social Influence	1. Identify the different types of social power and discuss how they differ 2. Explain how reference groups influence consumer decisions 3. Understand the role of conformity on consumer decisions 4. Understand the effect of word-of-mouth and when it can be especially useful in influencing decisions	Assigned readings have been added to Canvas

Session: Date	Discussion Topic	Case Topics	Reading/Assignment
17: Tuesday, March 18	Case 2: <i>Victoria's Secret</i>	Negative Consumer Marketing, Brand Image, Brand Loyalty, and Brand Repair	<i>Victoria's Secret</i> case preparation

Sessions 18, 19, and 20: Consumer Decision Making

Session: Date	Discussion Topic	Objectives	Reading/Assignment
18: Thursday, March 20	Consumer Decision Making: Day 1	1. Explain how choice overload can be detrimental for decision making 2. Explain the interplay between self-regulation, mood, and decision making 3. Describe the consumer buying process 4. Explain how habitual decision making differs from brand loyalty 5. Describe how nudging affects consumers	Team 4 <i>Predictably Irrational</i> Lead-Off Day: In <i>Predictably Irrational</i> , please read "The Fallacy of Supply and Demand: Why the Price of Pearls – and Everything Else – Is Up in the Air"

Session: Date	Discussion Topic	Objectives	Reading/Assignment
19: Tuesday, March 25	Consumer Decision Making: Day 2	1. Explain how counterfactual thinking affects consumer decisions 2. Identify the heuristics used by consumers to make decisions 3. Discuss how priming can affect consumer decisions 4. Explain the effect that framing plays on consumer behavior 5. Explain how marketers use influencers to build consumer demand	Team 5 <i>Predictably Irrational</i> Lead-Off Day: In <i>Predictably Irrational</i> , please read "Keeping Doors Open: Why Options Distract Us from Our Main Objective" Another assigned reading has been added to Canvas

Session: Date	Discussion Topic	Case Topic	Reading/Assignment
20: Thursday, March 27	Case 3: <i>Cialis</i>	The Role of Influencers on Consumer Decisions	<i>Cialis</i> case preparation

Sessions 21, 22, 23, and 24: AI and Subculture

Session: Date	Speaker Topic	Speakers	Reading/Assignment
21: Tuesday, April 1	From Chaos to Clarity: How AI Powers Marketing	Larry Halstead Director of Digital Marketing, Sales Factory Dom Mercurio Director of Insights & Analytics, Sales Factory	Dom and Larry's assigned readings have been added to Canvas

Session: Date	Discussion Topic	Objectives	Reading/Assignment
22: Thursday, April 3	Subculture	1. Identify the various age cohorts 2. Describe the key promises made by companies to the various age cohorts 3. Analyze which brands are targeting the various age cohorts most effectively	Assigned readings have been added to Canvas

Session: Date	Discussion Topic	Case Topics	Reading/Assignment
23: Tuesday, April 8	Case 4: <i>Modelo</i>	Consumer Behavior, Marketing to Hispanic Consumers, and Positioning	<i>Modelo</i> case preparation

Session: Date	Speaker Topic	Speaker	Reading/Assignment
24: Thursday, April 10	AI + Advertising: How Advertisers Can Use AI to Build Smarter Strategy	Varne't Hoskins Senior Strategist, BBDO Atlanta	Varne't's assignments have been added to Canvas

Sessions 25 and 26: Halo Top Research, Greenwashing, and Virtue Signaling

Session: Date	Discussion Topic	Objectives	Reading/Assignment
25: Tuesday, April 15	Competing with Halo Top: New Product Launch Team Preparation (Day 2)	<ol style="list-style-type: none"> 1. Work with your teams on the project 2. Outline how you will move forward on the product launch 3. Ask for clarification in areas in which I can be helpful 	Please prepare for new product launch to compete with Halo Top

Session: Date	Discussion Topic	Objectives	Reading/Assignment
26: Thursday, April 17	Greenwashing and Virtue Signaling: Their Impact on Consumer Affinity and Choice	<ol style="list-style-type: none"> 1. Define greenwashing and virtue signaling 2. Describe how greenwashing and virtue signaling affect consumers' attitudes and consumers' subsequent purchase decisions 3. Identify brands that are a part of these conversations 	Assigned readings have been added to Canvas

Session 27: Final Exam Review Session

Session: Date	Discussion Topic	Objectives	Reading/Assignment
27: Tuesday, April 22	Final Exam Review Session	1. To review format for the final exam 2. To answer any questions about the course from Session 1 – Session 26	Please prepare for the final exam review session Peer Evaluation Form due (this form is in the Session 27 submodule on Canvas) Please e-mail a copy of your Halo Top Team Presentation to me (as a .pptx file) by no later than 5PM on 4.22

Session 28: Halo Top Team Presentations

Session: Date	Discussion Topic	Objectives	Reading/Assignment
28: Thursday, April 24	Halo Top Team Presentations	1. To present with your team 2. To view final team presentations 3. To ask questions to the teams about their findings	Please prepare for the <i>Launch to Compete with Halo Top</i> Team Presentation

Final Exam
Wednesday, May 7th
9:00AM - Noon
A23 Farrell