

Date	Topics	Assignments	Due Dates
June 4	Chapter 1 Consumer Rules	CB1	June 4
June 5	Case Study	Mexoryl – L'Oreal	June 5
June 6	Chapter 2 Perception	CB2	June 6
June 7	Case Study	Subway Advertising	June 7
June 8	Chapter 3 Learning and Memory Case Study	CB3 Hershey's	June 8
June 11	Chapter 4 Motivation and Values Case Study	CB4 Campbell's	June 11
June 12	Chapter 5 The Self Case Study	CB5 Plus Size Wave	June 12
June 13	Chapter 6 Personality and Lifestyles Case Study	CB6 iPod	June 13
June 14	Chapter 7 Attitudes Case Study	CB7 Walmart	June 14
June 15	Chapter 8 Attitude Change Case Study	CB8 David Beckham	June 15
June 18	Midterm Exam	Exam	June 18

Brooklyn College – Summer 2007

Department of Economics and Management

Professor Myles Bassell

BUS 50.9 – **Consumer Behavior**

Assignment Schedule

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June 19	Chapter 9 Individual Decision Making Case Study	CB9 The Tablet PC	June 19
June 20	Chapter 10 Buying and Disposing	CB10	June 20
June 21	Chapter 10 Buying and Disposing Case Study	Case Study Free Cycle	June 21
June 22	Chapter 11 Group Influence Case Study	CB 11 Jimmy Buffet	June 22
June 25	Chapter 12 Household Decision Making Case Study	CB12 Cellphones	June 25
June 26	Chapter 13 Income and Social Class	CB13	June 26
June 27	Chapter 13 Income and Social Class Case Study	Case Study Predatory Lending	June 27
June 28	Chapter 14 Ethnic & Racial Subcultures	CB14	June 28
June 29	Have a Great Weekend !!		June 29
July 2	Chapter 14 Ethnic & Racial Subcultures Case Study	Case Study Cadillac Escalade	July 2
July 3	Chapter 15 Age Subcultures	CB15	July 3
July 4	**** *	* * * * * 😊 * * * * *	* * * * *
July 5	**** *	* * * * * 😊 * * * * *	* * * * *
July 6	Chapter 15 Age Subcultures Case Study	Case Study Scion	July 6
July 9	Last Day of Class	😊	July 9
July 10	Final Exam		July 10