MKT 6355:  
Doctoral Seminar in Consumer Behavior  
Spring 2023  
Mondays 9:00-11:50am; Room 307 in Business Building

Instructor: Frank G. Cabano, PhD  
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Office Hours: Mondays and Wednesdays from 1:30 to 3:45 pm

Course Description

This doctoral seminar is an introduction to the study of consumer psychology and behavior. The major objectives of this course are:

1. to gain a familiarity, understanding, and appreciation for the major topics, theories, and methodologies used in consumer behavior research  
2. to strengthen critical thinking, written, and oral communication skills regarding academic research in general and consumer research in particular  
3. to be able to develop both interesting and impactful (for theory and practice) research ideas  
4. to understand how to test research ideas using various methodological approaches (experiments, surveys, archival data, field studies, etc.)

Course Requirements

Your performance on the following course requirements will determine your grade in the course:

1. Class participation: It is critical that you carefully read all of the assigned papers before the class, and that you come to class with comments and questions that you are ready to provide to the class discussion. This is a doctoral seminar, so the class format is discussion-based (i.e., I will not lecture). Thus, it is imperative that you come to each class eager and able to contribute to the discussions about each of the readings.

2. Discussion comments: On the discussion board in Blackboard each week, you are expected to post between 3-5 thoughts about the articles for that week (e.g., any clarifying questions you have; ideas about how to extend the research; criticisms you have about the theory, methodology, findings, etc. of the paper; how the paper may or may not fit with other papers). These should be posted on the discussion board by Sunday at 5:00pm of each week.

3. Leading class discussions: Each student will lead the class discussion for three classes during the semester (please see the reading list for when you will serve as the discussion leader). In this role, you should carefully read the papers and the comments posted on the discussion board by your classmates for that week. Then, you should present a short
overview (5 minutes maximum) for each paper and then guide the class discussion using
the comments that your classmates posted for that week.

4. **Paper review:** You will “act” as a reviewer for a research paper this semester. This is
designed to help you to further develop your critical thinking skills in the research
domain, to give you practice as to how to serve as a reviewer for academic journals, and
to ultimately become a better researcher yourself.

5. **Short answer exam:** This exam will be in the form of your comprehensive exams. It will
help you to synthesize the different topics and theories from the course, and to prepare
you for the actual comprehensive exams.

6. **Research paper and presentation:** You will develop and write about an original research
idea in this class. You are also expected to test your idea (design a study, collect data,
analyze the data, and present the results) in the paper. Finally, you will present a
conference-like 20-minute talk (with slides) about your research paper on the last day of
class.
Course Schedule and Reading List

Week 1 (January 23): Methods and What’s Interesting


Week 2 (January 30): Material and Experiential Purchases (Amit)


Week 3 (February 6): Green Consumption and Prosocial Behavior (Fatima)


Week 4 (February 13): Goals (Ali)


**Week 5 (February 20): Identity (Anders)**


**Week 6 (February 27): Religion’s Influence on Consumption (Mansura)**


**Week 7 (March 6): Consumer Well-Being and Transformative Consumer Research (TCR) (Ali)**

Assignment: Paper Review (due in class on March 27)


**Week 8 (March 13): Spring Break; No class or readings**

**Week 9 (March 20): Individual Differences (Amit)**


**Week 10 (March 27): Darwinian Consumption (Mansura)**


**Week 11 (April 3): Emotions (Anders)**


**Week 12 (April 10): Information Processing (Fatima)**


**Week 13 (April 17): Time vs. Money Effects (Anders and Mansura)**


DeVoe, S. E., & House, J. (2012). Time, money, and happiness: How does putting a price on time affect our ability to smell the roses?. *Journal of Experimental Social Psychology*, 48(2), 466-474.


**Week 15 (May 1): Short Answer Exam**

**Week 16 (May 8): Research Presentations and Paper Due**