

Definitions

Utilitarian Need	Public Self-Consciousness
Hedonic Need	Ideal Self
Motivation	Actual Self
Drive	Symbolic Interactionism
Goal	Role Identities
Drive Theory	Body Image
Expectancy Theory	Beauty Ideal
Attributional Style	Body Satisfaction
Locus of Control (Internal & External)	Body Dissatisfaction
Values	Sexual Dimorphic Markers
Socialization Agents	Aspirational Self
Beliefs	Avoidance Self
Value system	Fattism
Enculturation	The Extended Self
Acculturation	Brand
Core Values	Brand Image
Consumer Involvement	Brand Personality
Simple Processing	Brand
Elaboration	Brand equity
Product involvement	Brand extensions
Message-Response Involvement	Cradle-to-grave
Purchase-Situation Involvement	Cradle-to-cradle
Self-concept	Creative destruction
Self-esteem	Downcycling
Social Comparison	Recycling
Self-Consciousness	Consumption
Self-Monitoring	

Other Stuff

Maslow's Hierarchy of Needs (know what the needs are and how they rank on the pyramid diagram)

How do ads reinforce desired states?

Drive Theory

Expectancy Theory

Be able to describe the difference Motivational Conflicts

Know the basic meaning of attributional style and be able to describe what it means

Know about the internal & external locus of control schemas and be able to give examples

What is the value of an internal locus of control?

Know who teaches cultural values

Why do marketers care about cultural values?

Know why understanding cultural values is important in terms of consumer behavior

What is consumer involvement?

What is the goal of marketers with respect to consumer involvement?

Be familiar with the consumer involvement model presented in class

Know the different types of product involvement

Know the type of scale used to measure consumer involvement

Know strategies to increase consumer involvement

Why do consumers acquire products?

How are needs and desires affected by marketing?

What are the 4 P's of marketing?

Know what constitutes the physical environment of a retail experience

Know what the context of a buying situation is, and be able to list examples

Know the 5 components of consumer involvement profiles

Know the dimensions of the attributes of self-concept

Know the difference between a person's ideal self and their actual self

What is a fantasy and how do fantasy appeals relate to marketing?

What is the Rosenberg scale and what does it measure?

What is the Stunkard Scale and what does it measure?

Know about the Ideals of beauty and how they change over time

What is the purpose of decorating the self?

Be able to give examples of how people alter their bodies

What are some results of body image distortion?

What is the difference between aspirational selves, current roles, and avoidance-selves

What are the three characteristics of the product symbolism model?

Know about the symbolic self-completion theory

What is self/product congruence?

What do consumers use products to convey?

Know the levels of the extended self

What does a symbolic interactionist believe?

What are the 3 components of the appearance communication model?

What is the Uses and Gratifications Theory?

What is the difference between hype and buzz? (know examples of each)

Know about learning and the different types of learning (incidental, classical conditioning, & instrumental conditioning)

What are the tactical communication options?

What types of appeals do marketers make to consumers?

Why are brands important in creating product identity?

What are the functions of brands?

Brands should . . .

Know characteristics of good brand names.

Know about brand elements

Know the difference between trademarks and registered brands.

What are the different branding strategies? Be able to give examples.

Why are packaging and labeling decisions important?

How are products and brands managed?

Why is brand so important?

Know how product design evolved in the Industrial Revolution.

What is built-in obsolescence?

Where is "away?"

How is product design related to product consumption?

Know the model for product development & use

What were the three models of product lifecycle presented in class?

How are product life cycles related to marketing?

How does product lifecycle occur within a marketing context?

What are the phases of marketing evolution?

How do companies view product life cycle?

What happens to products as they go through the diffusion and market penetration processes?

What is the existing design paradigm extending from the Industrial Revolution?

Where do consumers fit into the model for product development and use?

How is product design related to product consumption?

Know examples of US consumption patterns

Is being "less bad" good enough?

What are some verbs related to the "less bad" model?

What is eco-efficiency?

What are the 4 R's?

What are the advantages of recycling over downcycling?

Is eco-efficiency ideal? Why or why not?

What is eco-effectiveness?

Be able to describe the cherry tree metaphor as it relates to eco-effectiveness

What is the motto of the Industrial Revolution?

How do humans compare with ants with respect to eco-effectiveness?

What does eco-effectiveness challenge people to imagine?

What was the underlying design assumption of the Industrial Revolution?

What does "activity equals prosperity" mean?

If a material is recycled, is it automatically ecologically benign?

How would one compare an eco-efficient building to an eco-effective building?

What are some of the tenants of the new eco-effective design framework established by McDonough & Braungart?

What auto company embraced the tenants of Cradle-to-Cradle?

What is "The Rouge?"

What are the five steps to eco-effectiveness?

What are the five guiding principles of eco-effectiveness?