

Consumer Behavior Course Syllabus



Term Spring 2024
Course Number MKT 4340.001 Semester Credit Hours: 3
Day/Time/Location Monday 10:00am-12:45pm (JSOM - 12.214)

Instructor information

Instructor	Email	Phone Number	Office location & hours
Lori Kirk-Rolley	LXK230030@utdallas.edu	Use MS Teams Call Function	JSOM 13.311 Monday, 1:00-3:00pm Request, via email, other times by appointment

General Information

Course Prerequisites

MKT 3300

Course Description

MKT4340 discusses theories and research findings to understand how and why consumers make purchase decisions. Topics include information search and information processing models, perception, evaluation of alternatives, consideration set formations, and psychological aspects of household decision making. Students will apply these concepts to practical design and the marketing of products.

Student Learning Objectives/Outcomes

Define consumer behavior and understand its implications on marketing strategies. Understand various consumption behaviors during each purchase state. Understand major influences on consumer behavior. Describe the decision-making process. Think critically about ethical marketing decisions regarding consumer behavior.

Course Materials

Required Textbook

Required textbook is “*Consumer Behavior*,” 9th edition, Babin/Harris, Cengage Publishing, © 2022. Textbooks can be purchased on-line or through the [UT Dallas Bookstore](#).

The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course; however, these materials are for registered students’ use only. Classroom materials may not be reproduced or shared with those not in the class or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University policies is a violation of the [Student Code of Conduct](#).

Class Attendance, Professionalism & Participation

Class Attendance

Regular and punctual class attendance is expected. Attendance is mandatory for any guest speakers.

Professionalism

In keeping with this course’s professional mandate, students are to practice communicating in a professional manner. It is expected that all students will respect the right of others to speak and have opinions that might

differ from their own. If you find yourself at odds with another's opinion, phrase your response in a question rather than a statement. This course is to practice professionalism and intellectual courtesy in all areas.

Participation

Business professionals need to be good communicators. In the business world during a meeting, you would actively listen to the discussion and make meaningful contributions. Therefore, you are encouraged to participate in class discussions by asking questions, sharing your observations, and providing insights. This class, after all, is about consumer behavior, and as consumers, each of you have real-life experiences to share!

A portion of your grade for this course is directly tied to your participation in the class. It also includes engaging in group or other activities during class that solicit your feedback on materials covered in the lectures. Class participation is documented by faculty. Successful class participation is defined as consistently adhering to university requirements, as presented in the syllabus. Failure to comply with these University requirements is a violation of the Student Code of Conduct - UTSP5003.

To optimize your participation, read the assigned chapter prior to class. It is also helpful to pay attention to the marketing activities that are going on around you, on TV, the internet, and social media.

Class attendance and participation will be subjectively assessed by the professor and calculated into the Grading Point system.

Communication

This course utilizes online tools for interaction and communication. Some external communication tools such as regular email, and a web conferencing tool may also be used during the semester. For more details, please visit the Student eLearning tutorials webpage for video demonstrations on eLearning tools.

Student emails and discussion board messages will be answered within 3 business days under normal circumstances.

Course Access & Navigation

eLearning

This course can be accessed using your UT Dallas NetID account on the UTD eLearning website. Please see the course access and navigation section of the Getting Started with eLearning webpage for more information. If you experience any issues with your UT Dallas account, contact the UT Dallas Office of Information Technology Help Desk via e-mail at assist@utdallas.edu or via telephone at 972-883-2911.

UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. The eLearning Support Center includes a toll-free telephone number for immediate assistance (1-886-588-3192), email request service, and an on-line chat service. Please use this link to access the UTD eLearning Helpdesk: <https://ets.utdallas.edu/elearning/helpdesk>.

Server Unavailability or Other Technical Difficulties

The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or an unusual technical difficulty which prevents students from completing a time sensitive assessment, the instructor will provide appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the online eLearning Help Desk. The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please review the catalog sections regarding the credit/no credit or pass/fail grading option and withdrawal from class. Please visit UT Dallas Syllabus Policies webpage for more information.

Class Schedule and Assignments

The following remains a flexible schedule which is subject to change as new opportunities and considerations may arise. Should any changes become desirable, these will be announced in class or on the announcement board. It is the student's responsibility to keep up with any changes. **Note: All assignments are due by midnight on the due date.**

Week	Date	Topic	Reading Assignments, Due Dates, Exam Dates
0	Jan 15	MARTIN LUTHER KING DAY	NO CLASS
1	Jan 22	What is Consumer Behavior and Why Should I Care? Individual Project Overview Pre-Course Survey CB & Consumer Journey	Chapter 1
2	Jan 29	Value & The Consumer Behavior Framework Customer Experience/CB Team Project Overview Team Selection	Chapter 2
3	Feb 5	Consumer Learning Guest Speaker	Chapter 3 Case 1-4: <i>Sears: The Death of a Giant</i> (Prepare for Class Discussion) Team Project Case History Overview Due 2/7
4	Feb 12	Comprehension, Memory & Cognitive Learning	MAJOR QUIZ #1 (Chapters 1+2+3) Chapter 4
5	Feb 19	Motivation & Emotion: Driving CB Guest Speaker	Chapter 5
6	Feb 26	Personality, Lifestyles and The Self Concept	Chapter 6 Consumer Journey Map Due 2/29
7	Mar 4	Attitudes & Attitude Change	MAJOR QUIZ #2 (Chapters 4+5+6) Chapter 7 Individual Projects Due Friday, 3/8
8	Mar 11	SPRING BREAK	NO CLASS
9	Mar 18	Group & Interpersonal Influence	Chapter 8 Case 2-3: <i>Narcissism - Look at Me Everyone</i> (Prepare for Class Discussion)
10	Mar 25	Microcultures Guest Speaker	Chapter 10
11	Apr 1	Consumers in Situations	MAJOR QUIZ #3 (Chapters 7+8+10) Chapter 11
12	Apr 8	Decision Making	Chapter 12
13	Apr 15	Decision Making	Chapter 12/13

Week	Date	Topic	Reading Assignments, Due Dates, Exam Dates
14	Apr 22	Decision Making	Chapter 13 <i>Case 4-1: Housing Options Big Decision! Big Risk!</i> (Prepare for Class Discussion) Final Team Presentations Uploaded by 4/26
15	Apr 29	CB/Customer Exp. Group Project Presentations	MAJOR QUIZ #4 (Chapters 11+12+13) Group 1-3 Presentations
16	May 6*	CB/Customer Exp. Group Project Presentations	Group 4-6 Presentations Final Report Due 5/6 Peer Review Due 5/7

*Date and time of last class may be different based on final exam schedule.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the professor.

Grading Points

Assignment	Maximum Points Available
Individual (65%)	
Chapter Quizzes (4 @ 50 pts. Each)	200
Individual Project	40
Peer Review	10
Attendance	10
Team (35%)	
Case History Overview	20
Customer Experience Journey Map	20
Consumer Behavior/Customer Exp. Team Project	100
Written Report (50 pts)	
Presentation (50 pts)	
TOTAL	400

Grading Ranges

A+ 97-100	B+ 87-89	C+ 77-79	D+ 67-69
A 94-96	B 84-86	C 74-76	D 64-66
A- 90-93	B- 80-83	C- 70-73	D- 60-63

Below 60 is Failing.

Course Policies

Make-Up Exam

Make up exams may be taken under certain circumstances of illness/family death or emergency if students contact me (if possible before the scheduled exam) and provide written proof of why they could not take the exam (i.e., doctor's note).

On-Time Assignments

All assignments are due by midnight on the assigned due date.

Late Work

Late work will be accepted IF the student has advised me in advance and I have approved the revised timing. Depending on circumstances, 5 points per each late day may be deducted.

Extra Credit

With several major quizzes and assignments offered, the course has been designed to provide ample opportunities for students to perform well. It is not expected that extra credit will be offered. If the class needs extra credit to maintain an overall average of C+/B, extra credit will be considered and may be assigned at my discretion.

Academic Support Resources

Visit the [Academic Support Resources](#) webpage for information about the academic support resources UTD makes available to all students.

AccessAbility Resource Center

The University of Texas at Dallas is committed to providing reasonable accommodations for all persons with disabilities. This syllabus is available in alternate formats upon request. If you are seeking classroom accommodations under the Americans with Disabilities Act (2008), you are required to register with the AccessAbility Resource Center, located in the Administration Building (AD), Suite 2.224. Their phone number is 972-883-2098, email: accessability@utdallas.edu and the website is <https://accessability.utdallas.edu>. To receive academic accommodations for this class, please obtain the proper AccessAbility Resource letter of accommodation and meet with me at the beginning of the semester.

Project Information

Individual Project (10% of class grade)

All students will participate in an individual Consumer Behavior Project. Students will read, observe, test and/or analyze an approved consumer-behavior scholar/author/researcher of their choosing.

The components of the individual project are as follows:

- Provide background on the consumer behavior scholar/author/researcher.
- Describe the purpose and methodology of the research study.
- Describe the research findings.
- Analyze the consumer behavior impacts and the importance and application for marketers.

Written reports are to be a minimum of 3 pages and a maximum of 4 pages in length, plus a separate cover sheet (5 text-side pages total) completed in 12-point New Times Roman, double-spaced, and ragged-right margins.

Upload your paper on the eLearning platform on **Friday, March 8.**

Consumer Behavior/Customer Experience Team Project (35% of class grade)

The objectives of the team project are as follows:

- Apply the Consumer Behavior theories learned in class to marketing strategies used throughout a customer's journey.
- Develop an informational and engaging presentation, which is a highly valued skill set for business professionals.
- Work collaboratively with a team and benefit from varied backgrounds and perspectives.
- Further develop presentation and public speaking skills.

Project Overview

Each of you is employed as a team member at a prestigious marketing consulting firm. You and your team members are part of a pitch team who is presenting to a prospective new client. As part of the capabilities section of the presentation, you and your team have been asked to present a case history that showcases how consumer behavior theories and learning may have influenced, informed, and resulted in a company's successful approach to enhancing the brands customer journey, customer experience and ultimately brand preference.

Team Organization

The team will identify a Team Leader, who will be responsible for leading discussions and collaborating to gain consensus. Note, it is expected that **ALL** team members will play a role in both the content development of the project, the written report, and the presentation.

Case History Overview (Due Wednesday, February 7)

Each team must provide an overview of their proposed case history. You may select any brand that is a good fit for this project, but since we do not want to duplicate experiences or brands, collaborate with other "firms" to insure there are no duplicate submissions. A word document with an overview of your team's case history should include the following.

- ☐ Firm Name
- ☐ Team Leader Name
- ☐ List of Team Members
- ☐ What is the Customer Experience?
- ☐ What is the Brand and the Product/Service?
- ☐ Brief description of the company/brand you are going to be featuring in your case history.
- ☐ Rationale for the selection.
 - ☐ What value, aside from the product/service itself, is the customer receiving? How does your brand deliver value to their customers?
 - ☐ Which way of doing business and corporate culture has your company adopted?
 - ☐ Provide a description of the competitive field in which your company operates.
 - ☐ Complete a Value Equation for your brand.
 - ☐ Provide a summary of the Utilitarian Value and the Hedonic Value that your brand provides to consumers.

Customer Experience Journey Map (Due Thursday, February 29)

Each team member will conduct primary qualitative research by interviewing 3-4 of their friends and family. The objective of the research is to obtain insights about how they would approach making a purchase of the product you have selected. Each team member will ask participants to identify the **steps** in the customer journey, what **activities** were pursued (or they would pursue) during each step, and what **touchpoints** they did or would utilize during each step.

Based on the insights from all the research completed, the team will collaborate to create a customer journey framework for their brand/product.

Using the customer experience journey map template provided:

- ☐ Identify the **Steps** in the journey.
- ☐ Identify the **Activity** associated with each Step, including a brief description of the activity.
- ☐ Identify 2+ **Touchpoints** that the customer utilized in each step (or would consider utilizing).

Final PowerPoint Presentation - Upload PPT by Friday, 4/26. (Presentations on April 29 and May 6)

Your PPT presentation should present the case history as if you were presenting to your perspective clients. Present the highlights from your final written report. The presentation format and content will be decided by the team; using the written final report (see below) as a guideline is recommended.

This should be a professional grade effort, with visuals showcased as supporting evidence that consumer behavior understanding positively impacted brand performance.

Please carefully review and use the grading rubric to craft the content for your presentation.

Presentation Considerations

ALL Team Members are required to be part of the presentation team, anyone not participating will receive zero points (unless excused in advance). The professional presentation format and content will be decided by the team. Keep in mind that this is a marketing pitch presentation, images add value to the presentation and bring the concepts to life. Presentation time: 20 min.

Peer Evaluations

Each student will submit a peer evaluation reflecting on individual attendance, participation, cooperation, and preparation. We will discuss the value and seriousness of active participation on day one. Note that you will also be graded on the quality of the Peer Review you submit. *It is critical that you provide comments to support the ratings of your Team Members.*

Final Written Report (Due Monday, May 6)

The report will be approximately 8-10 pages PLUS images (graphs, ad examples or other visuals) and references. This should include in-depth analysis. Report to include:

- ☐ **Cover Page (Team Name, Team Members, Customer Experience, Brand Name)**
- ☐ **Part 1: Company Description/Strategic Focus**
 - Company Background
 - Mission/Vision
 - Marketing Goals
 - Target Audience
- ☐ **Part 2: Customer Journey Market Research Executive Summary**
 - Who did you interview? How many individuals did you interview? What was the demographic makeup? Microcultures?
 - Identify Key Findings in an Executive Summary from Interviews with friends/family about their consumer journey.
- ☐ **Part 3: Required Consumer Behavior Theories. Apply the following Consumer Behavior theories or concepts to your Brand:**
 - Develop a Brand Schema for your product/service. (4-5)
 - Evaluate the Characteristics of your Brands Message which may affect consumer consumption (4-1b)
 - Identify what situational influences may impact consumption or the experience a consumer has with your brand? (11-1 through 11-5)

- Identify the internal and external searches that your consumer may conduct in the decision-making stages of their journey for your brand. (12-3 through 12-5c)
- Identify the selection criteria that your consumer may consider in the decision-making stages of their journey. (13-3b)

□ **Part 4: Students Choice Consumer Behavior Theories**

- Selecting from the list below, apply **FIVE** additional Consumer Behavior theories or concepts that may have impacted your brand's marketing strategies and customer experiences in your customers' journey. Include supporting information (explanation, graphics, ads, website content, social media, video links or other marketing materials)

<i>Consumer Behavior Topic</i>	<i>Question to be Answered</i>	<i>Section</i>
Consumer Traits	What consumer traits do you believe that the target audience for your brand may have and why?	6-2a
Brand Personality	How would you describe the personality of your brand?	6-2b
VALS	Identify and rationalize the VAL segment that you believe best represents customers in your target audience.	6-3b
Self-Congruency Theory	Apply the self-congruence theory to the consumers who may be interested in your brand.	6-5
Functions of Attitudes	Which of the four attitudes do you think best represents the consumer for your brand. Why?	7-2
Messages & Source Effects & Persuasion	How is your brand leveraging messaging appeal and/or source effects in their marketing communication?	7-6
Reference Groups	What groups may influence your consumer as they consider your product?	8-1
Social Media's Role in Group & Interpersonal Influence	What role does social media and technology play in affecting views towards your brand?	8-4
Generation Microculture	What generations may be most interested in your product. Why?	10-2d/e
Students Choice	Select any other Consumer Behavior theory that the team believes has an impact on the consumer as they consider purchasing your brand. Share how you think this theory is currently being applied or could be applied in marketing to support your brand.	

□ **Part 5: Update your Customer Experience Journey Map to add CB Theories/Concepts**

Using the approved Key Steps, Activities and Touchpoints from your Customer Experience Journey Map:

- Assign the CB Theories/Concepts, both required and students' choice, under the appropriate step in the journey.
- It should be noted that some CB theories may be applied to help with target audience definition, so you may decide to assign a CB concept there instead of to a step.

Please carefully review and use the grading rubric to craft the content for your Final Written Report.