

Course Syllabus MKT 6310.0W1

Jindal School of Management
The University of Texas at Dallas

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Course Information

Course

Course Number/Section	MKT 6310.0W1
Course Title	CONSUMER BEHAVIOR
Term and Dates	Fall 2016 (Aug 22 – Dec 10)

Professor Contact Information

Professor	Abhi Biswas
Office Phone	972-883-4734
Email Address	abiswas@utdallas.edu
Office Location	JSOM 3.615
Online Office Hours	Wednesdays 2:00 pm – 3:00 pm

(For interaction with the instructor, please see “communications” section below)

Instructor Information

Prof. Biswas has taught Marketing courses for the last 18 years at Purdue University, SMU & UTD. He has taught International Marketing, Pricing Management, Product Management, Advertising and Promotion, Market Research, Marketing Strategy, etc. Simultaneously he has also had over 9 years of industry and consulting experience in the area of marketing management.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

MKT 6301

Course Description

Consumer behavior focuses on why as well as how consumers make specific decisions and behave in certain ways to marketing and non-marketing stimuli. This marketing course closely examines what motivates consumers, what captures their attention, what retains their loyalty and other related aspects of buyer behavior.

The theoretical perspectives of consumer behavior along with practical marketing implications will be presented. Topics will include the consumer decision making model, individual determinants of consumer behavior and environmental influences on consumer behavior along with their impact on marketing. Numerous examples and caselets will be used to highlight the most relevant topics & issues.

The primary mode of teaching will be online lecture modules along with relevant discussions & group projects. A significant component of the learning experience, in a course of this type, is constructive & reasoned discussion among the students. With this in mind, all students are encouraged to actively and judiciously participate in online class discussions.

Student Learning Objectives/Outcomes

After successfully completing this course, you should (among other things) be able to:

- ✓ Discriminate between different consumption behaviors exhibited by typical consumers during the Pre-purchase, Purchase and Post-purchase stages of consumer behavior.
- ✓ Describe and identify consumer behavior and understand the marketing implications of consumer behavior.
- ✓ Assess in depth the seven different stages of the consumer decision process.
- ✓ Develop the CDP Model and understand how it can be used in marketing and business decisions.
- ✓ Discuss the different types of purchases as well as the actual 'Purchase' decision process.
- ✓ Explain the influence of individual differences such as 'demographics', 'psychographics' and 'personality' on consumer behavior.
- ✓ Develop ongoing consumer acquisition and consumer retention strategies.

Required Textbooks and Materials

Suggested Text:

Blackwell, Miniard & Engel, Consumer Behavior, 10th edition, Thomson Southwestern.

Textbooks and some other bookstore materials can be ordered online through [UTD Bookstore](#) or [Off-Campus Books](#) online ordering site. They are also available in stock at both bookstores.

Overview of How This Course is structured

- ✓ There are a total of 11 Lecture Modules – each followed by a Self Test Module quiz.
- ✓ Each Lecture Module with its corresponding quiz should be completed within a Weeklong window Mon-Sun (see course calendar on page 8).
- ✓ Access to each Lecture Module can be only be gained after timely completion of the previous Module's quiz.
- ✓ Each student will be provided 1 manual extension (for a missed module quiz) during the Course. In fairness to other students, any student needing additional manual extensions will be penalized 1 pt for each manual extension.
- ✓ On the other hand, a bonus 1 pt (regularity bonus) will be awarded to every student who completes ALL 11 modules and quizzes in a timely manner. This bonus 1 pt will be added to the student's overall course total and can be very useful for students on the borderline between two grades.
- ✓ There will be an online midterm test and a proctored final exam.
- ✓ Course requires a group online case presentation and a group written assignment submission.
- ✓ Class discussion in ALL case presentations and a designated class discussion topic is required.

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Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important [technical requirements](#) on the [Getting Started with eLearning webpage](#).

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Course Access and Navigation

This course was developed using a web course tool called eLearning. It is to be delivered entirely online. Students will use their UTD NetID account to login at:

<http://elearning.utdallas.edu>. Please see more details on [course access and navigation information](#). To get familiar with the eLearning tool, please see the [Student eLearning Tutorials](#).

UTD provides eLearning technical support 24 hours a day/7 days a week. The eLearning Support Center <http://www.utdallas.edu/elearninghelp> services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

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Communications

This eLearning 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 [eLearning Tutorials webpage](#) for video demonstrations on eLearning tools.

Interaction with Instructor: The instructor will communicate with students mainly using the Announcements and Discussions tools. Students may send personal concerns or questions to the instructor using the course Message tool. The instructor will reply to student emails or Discussion board messages within 3 working days under normal circumstances.

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Distance Learning Student Resources

Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the eLearning Current Students page <http://www.utdallas.edu/elearning/students/cstudents.htm> for details.

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Student Assessments

Grading Information

Grading Policy

Group Case Presentation	20%	Approximately 20-30 PowerPoint slides online presentation and weeklong Q&A discussion via designated Discussion Board.
Group Written assignment	10%	Approximately 15-20 slides PowerPoint report submission (due Dec 1).
Mid Term Test	20%	Online test on Tues, Oct 11 ~ Mods1-6, (60 mins)
Peer Evaluation	10%	Evaluate yourself as well as other gp members on all group work- using a Peer Evaluation Form. <i>If a member receives a peer score below 7, then that member will receive only PARTIAL credit for all gp work.</i>
Final Exam	30%	The final exam will be proctored on campus, will be partly cumulative, and closed book/notes. (In case you cannot attend the on-campus exam read info on 'Proctored Final exam' on page 8)
Class Discussion	10%	Online discussion & comments pertaining to <u>ALL</u> group case presentations as well as one designated required class discussion topic.
Total	100%	

Grading Scale

Overall Course Total	Letter Grade
92 – 100	A
90 – 91	A-
86 – 89	B+
82 – 85	B
79 – 81	B-
75 – 78	C+
68 – 74	C
Less than 68	F

Accessing Grades

Students can check their grades by clicking “My Grades” on the course menu after the grade for each assessment task is released.

Course and Instructor Policies

Class Participation

Students are required to login regularly to the online class site. The instructor will use the tracking feature in eLearning to monitor student activity. Students are also required to participate in all class activities such as discussion board activities and group projects.

Class participation is important and will certainly be taken into account in the case of students on the borderline between two grades.

Each group of students will be responsible for a Case Presentation which is to be posted on the discussion board.

The Group Case Presentation (20-30 PPT slides) will be made by posting on the class discussion board on the designated date and by interacting with the class on the case for the entire week designated for that case.

Synergy in team dynamics & equitable contribution by members are integral to all successful group projects in business as well as in academics. A peer evaluation by group members will therefore be used.

Please ensure all presentations are submitted on time. In fairness to the other groups, late submissions will be penalized 10% of the score.

Abide strictly by the Academic Honor Code.

Virtual Classroom Citizenship

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

Policy on Server Unavailability or Other Technical Difficulties

The university is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the UTD eLearning Help Desk: <http://www.utdallas.edu/elearninghelp>, 1-866-588-3192. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Groups

Groups will be assigned at the beginning of the course and will be announced under Announcements. The instructor may also use a group sign-up sheet to form groups for group assignments or projects. Each group can use the available group tools under its own group area in the course to communicate and collaborate within the group. A web conference system is available for use. Teams can schedule a live web conference for team work. Please see [Web Conferencing page](#) for more information.

Group Case Presentation

Students will select their own groups. For this the instructor may also use a group sign-up sheet to form groups for group assignments or projects. After that the groups will be randomly RENUMBERED and then one case will be randomly assigned to each group for analysis and presentation.

Each group can use the available group tools under its own group area in the course to communicate and collaborate within the group. Each group will analyze and present the case using approximately 20-30 PowerPoint slides.

A group member will submit the case presentation using course assignment tool and also post the case presentation as a message attachment on the designated topic area on the discussion board. Other students will then ask questions, make observations and/or critique each presentation (limit of maximum 2 discussion entries per student). Group members will answer questions and interact with the class on the topic. The discussion board will be active for the entire week following each presentation.

Group Case presentation Grading Criteria

Situation analysis/case issues	15
Evaluation of alternatives where relevant	15
Use of financials/numericals where relevant	10
Recommendations/answers to case questions	30
Overall presentation structure, clarity, thoroughness	20
Handling of weeklong Q&A	10
	<hr/> 100

A grading rubric will be attached under the assignment submission link in the course.

Group Written Assignment

A group written assignment will be emailed to each group by mid-semester. Each group will submit a 15-20 slides PowerPoint report based on the assignment sheet using course assignment tool.

Group research topic assignment grading criteria

Quality of material, content and substance	30
Depth & relevance of outside research	30
Incorporation of examples, applications, etc	20
Overall report structure, clarity, thoroughness, etc.	20
	<hr/> 100

A grading rubric will be attached under the assignment submission link in the course

Peer Evaluation

Each student will evaluate him/herself as well as other group members, on all group work, using a Peer Evaluation Form. Peer evaluation form will be submitted using the Assignment Dropbox tool by the due date.

Class Discussions

Students are encouraged to make comments or observations, ask questions and/or critique ALL group case presentations. Each student is requested to limit themselves to 2 discussion entries (questions, comments, observations, etc) per case presentation.

Additionally 1 required discussion topic will be presented to the class during the course of the semester. This required discussion topic will be open for 2 weeks. Students can enter up to 3 discussion entries (comments/observations, etc) on the topic.

Please keep in mind that as always quality rather than quantity is the important grading criteria for the discussion participation.

Discussion Guidelines:

- Make timely posts on the assigned case presentation and follow the guidelines of the posting limits.
- Post messages with clear subject lines and of appropriate length.
- Respond to instructor questions and other students' postings. Engage in polite and constructive dialogue.
- Post original messages for further discussions.
- Contributions should be well considered, insightful and relevant to the discussion topic.
- Demonstrate understanding of the concepts and ability to appropriately apply concepts and ideas from course content to online discussions.

Tests and Exams

Online Self-Tests

Each lecture module will be immediately followed by a self-test quiz. Each quiz consists of 10 multiple choice questions. **9 out of 10 questions must be correctly answered** before the next lecture module can be released **on the following Monday**. Please go back and review parts of the module and re-answer the missed questions correctly to proceed to the next module.

Online Midterm

The online Midterm test will be timed and will be 60 minutes long. The test will consist of approximately 50 objective type questions - mainly multiple-choice questions. The Midterm test includes materials covered in Modules 1 – 6.

There will be no make-up for the online midterm test – if the online midterm is missed by a student then the points will be added to the proctored final exam.

The conditions of academic integrity require that each student take the test independently and unassisted in every way. This is an important requirement!

You can access Online Tests and Exams by clicking the *Quizzes and Exams* link on the course menu or see the quiz/exam icon on the designated page. Each quiz is timed and can be accessed only one time within the scheduled time window. The questions will be presented one at a time. Please read the on-screen instructions carefully before you click "Begin". After each quiz is graded and released, you may go to My Grades page, click the quiz and the score link of the quiz to review your exam results.

Proctored Online Final Exam

This course requires a proctored closed book final examination which will be taken online using [Respondus LockDown Browser](#). The final exam will consist of approximately 65-70 objective type questions including multiple-choice, true/false, fill in the blanks, etc.

Local students will take their exams on-campus at the **UTD Student Success Center - Testing Center** (no fee charge) on **Fri, Dec 9, 7:00 pm – 9:00 pm**. Please see the [UTD Student Success Center - Testing Center Website](#) for more information and check the hours of operation and testing center policies. Please be sure to view and follow the **Test Center Student Guidelines** found on the Testing Center main page. All students are required to make an appointment using the **RESERVE-A-SEAT** application found on the Testing Center main page to take the exam at the above required exam time of this course. The UTD Testing Center is located at the McDermott Library basement (**Room MC 1.304**). When you arrive to take your exam, you will sign in with your **Comet Card** (or a **photo ID & UTD ID number** if you do not have a Comet Card). If you need to arrange an individual exam at UTD Testing Center out of the above scheduled exam time, you **must** get the instructor's permission to set a time to take the exam.

Students who find UTD geographically inconvenient may use a pre-approved testing service (**ProctorU may not be used**) at a convenient location. All individually arranged proctored exams must be completed within this required exam time window: **Fri, Dec 9 – Sat, Dec 10**. Student using an outside testing service **must** inform the instructor of their outside testing service location. A Proctored Exam Application must be completed and submitted online before **Fri, Oct 21**. Please go to the [Proctored Exam Information](#) page to access the **Proctored Exam Application Form** and find all the detailed information and see the **Procedures for Arranging an Individual Proctored Exam**. All final exams must be completed by **Sat, Dec 10**.

The UTD Testing Center requests all students who need to use testing services strictly follow the proctored exam scheduling **deadlines**. If any student needs special accommodations, please seek the instructor's approval in advance. If you have any questions about using either UTD or outside testing center service, please email TestingCenter@utdallas.edu.

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Academic Calendar

WEEK OF	LECTURE MODULE	TOPIC	CHAP	ASSESSMENT / ACTIVITY
Aug 22		Course access and self-orientation and self introduction.		Syllabus Self Quiz to be completed by Aug 28 Self-select into Groups by Aug 28

Aug 29	1	Consumer Behavior and Consumer Research	1	Self-Test to be completed by Sept 4 Groups finalized and case presentation dates assigned by Sept 4
Sept 5	2	The Consumer Decision Process	3	Self-Test to be completed by Sept 11
Sept 12	3	Pre-Purchase Processes: Need Recognition, Search and Evaluation	4	Self-Test to be completed by Sept 18
Sept 19	4	Purchase	5	Self-Test to be completed by Sept 25
Sept 26	5	Post-Purchase Processes: Consumption and Post-Consumption Evaluations Gp 1~ Case Presentation: Amazon.com	6	Self-Test to be completed by Oct 2 PowerPoint Case Presentation by Gp 1 - post on Sept 26 <u><i>Class Topic Discussion announced and opened</i></u>
Oct 3	6	Demographics, Psychographics, and Personality Gp 2~ Case Presentation: Volvo YCC	7	Self-Test to be completed by Oct 9 PowerPoint Case Presentation by Gp 2 - post on Oct 3
Oct 10		MID-TERM TEST (online) Tues, Oct 11		Materials covered in Modules 1 – 6 Complete online midterm test by midnight Tues, Oct 11
Oct 17	7	Consumer Beliefs, Feelings, Attitudes and Intentions Gp 3~ Case Presentation: Family Furniture	10	Self-Test to be completed by Oct 23 PowerPoint Case Presentation by Gp 3 - post on Oct 17
Oct 24	8	Family and Household Influences Gp 4~ Case Presentation: National Christmas Tree Association	12	Self-Test to be completed by Oct 30 PowerPoint Case Presentation by Gp 4 - post on Oct 24

Oct 31	9	<i>Shaping Consumers' Opinions</i> Gp 5~ Case Presentation: <u>Pick 'N Pay</u>	15	Self-Test to be completed by Nov 6 PowerPoint Case Presentation by Gp 5 - post on Oct 31
Nov 7	10	<i>Making Contact</i>	14	Self-Test to be completed by Nov 13 PowerPoint Case Presentation by Gp 6 - post on Nov 7
Nov 14	11	<i>Helping Consumers Remember</i> Gp 7~ Case Presentation: T-Mobil USA	16	Self-Test to be completed by Nov 21 PowerPoint Case Presentation by Gp 7 - post on Nov 14
Nov 21		<i>Free week to work on assignments</i>		Group Written Assignment to be submitted by Mon, Nov 21
Nov 28		<i>Free week for self-review of all course materials and exam preparation</i>		Peer Evaluations to be submitted by Mon, Nov 28
Dec 9		FINAL EXAM (online, proctored) <u>On campus exam</u> Fri, Dec 9, 7:00 pm – 9:00 pm at UTD Testing Center If you cannot attend the on-campus exam at the UTD Testing Center, then arrange alternate proctored exam: Fri, Dec 9 – Sat Dec 10		All exams must be completed by Sat, Dec 10.

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Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

"As a Comet, I pledge honesty, integrity, and service in all that I do."

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 go to <http://go.utdallas.edu/syllabus-policies> for these policies.

These descriptions and timelines are subject to change at the discretion of the Professor.

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