

Course Syllabus

Course Information

Consumer Behavior, MKT 4340.001, JSOM 12.202, Wed 10-12:45 a.m., Fall 2016

Professor Contact Information

Sonja C. Corbin

972-883-5084 (emergencies only)

JSOM 13.303

scc130530@utdallas.edu

Office hours: W 5:45-6:45 p.m. and by appointment

Please note: email is the best way to reach me and I do my best to return communication within 24 hours. Please type "MKT 4340" in the subject line.

Course Prerequisites, Corequisites, and/or Other Restrictions

Prerequisites: MKT 3300 and MATH 1326 or MATH 2414 or MATH 2419

Course Description

MKT 4340 discusses the 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 formation and psychological aspects of household decision making. Students apply these concepts to practical design and marketing of products.

Student Learning Objectives/Outcomes

1. Define consumer behavior and understand its implications on marketing strategy.
 2. Understand various consumption behaviors during purchase stages.
 3. Understand major influences on consumer behavior.
 4. Describe the decision making process.
 5. Think critically about ethical marketing decisions regarding consumer behavior.
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Required Textbooks and Electronics

- Consumer Behavior, 7th edition, Babin /Harris, Cengage Publishing, 2016
 - Access to UTD email account and eLearning
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Suggested Course Materials

Business publications like the *Wall Street Journal*, *Forbes*, *Business Week* and *Fast Company*
Marketing websites like www.marketingpower.com and www.interbrand.com

Assignments and Academic Calendar

<u>Date</u>	<u>Topic, Readings, and Assignments Due</u>
F 8/26	Course Introduction Chapter 1: What is CB and Why Should I Care? Assign teams
F 9/2	Chapter 2: Value and the Consumer Behavior Value Framework <i>Team presentation</i>
F 9/9	Chapter 4: Comprehension, Memory and Cognitive Learning <i>Team presentation</i>
F 9/16	Quiz 1 (Chapters 1, 2 and 4) Chapter 5: Motivation and Emotion: Driving Consumer Behavior <i>Team presentation</i>
F 9/23	Chapter 6: Personality, Lifestyles and the Self-Concept <i>Team presentation</i>
F 9/30	Chapter 7: Attitude and Attitude Change <i>Team presentation</i> Quiz 2 (Chapters 5, 6 and 7)
F 10/7	Exam 1 (Chapters 1, 2, 4, 5, 6 and 7)
F 10/14	Chapter 8: Group and Interpersonal Influence <i>Team presentation</i>
F 10/21	Chapter 10: Microcultures <i>Team presentation</i>
F 10/28	Chapter 11: Consumers in Situations <i>Team presentation</i> Quiz 3 (Chapters 8, 10 and 11)
F 11/4	Chapters 12 and 13: Decision Making I and II <i>Team presentation</i>
F 11/11	Chapter 14: Consumption to Satisfaction <i>Team presentation</i> Quiz 4 (Chapters 12, 13 and 14)

F 11/18	Exam 2 (Chapters 8, 10, 11, 12, 13 and 14)
F 11/25	THANKSGIVING BREAK
F 12/2	Team projects (written) due at the beginning of class BOTH uploaded to eLearning AND submitted in hard copy Team presentations (videos) of class projects shown Last day of classes

Grading Policy

Schematic

<u>Assignment</u>	<u>Points</u>
• Exam #1	100
• Exam #2	100
• Group Consumer Behavior Project	100
• Consumer Behavior Team Presentation	100
• Quiz Average (top three)	100
• <u>Class Participation</u>	<u>20</u>
Total	520

Scale

510-520	(98-100%)	= A+
489-509	(94-97%)	= A
468-488	(90-93%)	= A-
452-467	(87-89%)	= B+
437-451	(84-86%)	= B
416-436	(80-83%)	= B-
400-415	(77-79%)	= C+
385-399	(74-76%)	= C
364-384	(70-73%)	= C-
348-363	(67-69%)	= D+
333-347	(64-66%)	= D
312*-332	(60-63%)	= D-

**Below 312 is failing*

Quizzes (100 points)

Four multiple-choice quizzes over the assigned chapter readings and discussions will be given in class.
(See course schedule for dates in bold.) *Your **top three scores** will be averaged for your final quiz grade.*

Exams (200 points)

Two multiple-choice exams (first one covers first half of course material, second covers second) will be given during class. (See course schedule for dates in bold.) Questions will focus on material from quizzes.

Group Consumer Behavior Project (100 points)

All students will complete a consumer behavior project in which they will observe, record and analyze behavior. Specifics on the project will be provided roughly two months prior to the due date (see course schedule). This project will include a video presentation component. *Individual grades will be determined by the average of the instructor's grade and peer evaluation scores.*

Consumer Behavior Class Presentation in Teams (100 points)

Students will take turns focusing on the current text subject and presenting the material to the class in a 20-minute PPT, Prezi, and/or interactive game. The idea is to ensure the audience (class) understands the material (chapter) in a manner that both keeps its attention and maximizes retention. (Inclusion of real-world examples, discussion, etc. helps tremendously.) Presentations are also meant to assist students in preparing for the quizzes and exams. (See course schedule for presentation dates, which will be assigned randomly to teams.)

Class Participation (20 points) – **remember to display your name card at every class meeting!**

Class participation is expected and rewarded. The only way to earn *full* participation points is to offer insightful comments regularly during in-class discussions and exercises (*AND to display your name card*). However, students should not feel that they have to talk constantly or attempt to answer every question; rather, they should add *quality* observations and questions as an attempt to benefit the overall discussion. In other words, *quality trumps quantity every time*. Students who make positive contributions to the value of the class session will be awarded full points at the end of the semester. In the past, the following scale has been used for awarding points.

- 20 points = Leads class discussion/exercises; comments regularly
- 15 points = Good in-class participation; comments in class occasionally
- 10 points = Participates in class exercises; does not speak in class

Course and Instructor Policies (Please read carefully)

Make-Up Exams

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

Policy on Professionalism and In-Class Electronics

General professionalism: Students are expected to conduct themselves in class as they would in a business meeting, and I extend students the same professional courtesy. So, students must: arrive on time and stay until the end of class (I understand the occasional unavoidable exception); get coffee, etc. before and after class (not during); refrain from "side conversations"; and manage their time as effectively as in the business world (e.g. secure a group for the presentation early, not at the last minute).

Cell phones and laptops: As noted above, please conduct yourself in this class the way you would in a business meeting. That means that in-class use of electronic devices *must be limited to class-related*

tasks, i.e. note taking or research. This is simply good manners (both in the workplace and in class) because of the distraction not doing so poses for your colleagues, classmates, and professor.

Students who violate either policy may receive a warning and/or lose course participation points for the day. Repeated violations may mean the student is asked to leave and forfeit attendance points.

Slides/Expectation of Reading/Preparation Prior to Class

The chapter presentations posted on eLearning are a skeletal outline meant to be filled out by students in class, and are NOT a substitute for active engagement and note taking during lecture. They do not contain much detail *by design*; students learn and retain much more by the method just described. (And even more learning and retention happen by *participating in activities* on the subject matter!) So, **if you are absent, please see below** for your best course of action.

I come to class with the expectation that everyone else has also read the assigned chapter. So, proper preparation means that you have: read the assigned chapter for the day (see course schedule) and are ready to discuss and engage meaningfully in discussion and activities based on the material.

If You Are Absent

- On a regular class day: please ask a classmate what you missed.
- On a quiz day: that will be one of your dropped quiz grades.
- On an exam day **or presentation day**: *as stated under “Make-Up Exams,” you may only miss an exam for severe illness (with doctor’s/emergency room excuse) or family death/emergency. Please contact me at or before the time of the exam via email.*

Policy on Email Use for Class Communication

eLearning announcements and UTD email will be our exclusive method of communication in this course. Therefore, **students MUST have a working UTD email account for the semester**. If you experience any problems with your UTD account, you may send an email to: assist@utdallas.edu or call the UTD computer helpdesk at 972-883-2911.

Sign-In Sheets

An attendance sheet will be passed each class. Attendance will not count toward your final grade *per se*, although participation will and obviously you can’t participate if you are not in class. The attendance records are kept so I may see which students are coming to class regularly.

Off-campus Instruction and Course Activities

N/A for this course.

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

The descriptions and course schedule contained in this syllabus are subject to change at the discretion of the professor. It is also the student's responsibility to be aware of any announced changes to the syllabus and/or course schedule.
