



Dillard College of Business Administration

SYLLABUS: Consumer Behavior (MKTG 3823 – X20)

Contact Information

- Instructor: Dr. Phillip H. Wilson
Emeritus Associate Professor of Marketing
- Office: I am retired and teach as an adjunct at Midwestern State University. I live in Colorado and do not maintain an office in the Dillard Building. If you need to speak with me, please contact Ms. Trigg ((940) 397-4625) in the Department of Management and Marketing. She will schedule a time for video or telephone conferences.
- Office hours: I will be available M-R for audio or video conferences from 10:00 a.m.–11:00 a.m. If this time is not appropriate, please contact Ms. Trigg ((940) 397-4625) in the Department of Management and Marketing to schedule an appointment.
- Phone: If you wish to speak to me via telephone please send me an email or contact Ms. Trigg ((940) 397-4625).
- E-mail: phillip.wilson@msutexas.edu

Course Materials

Consumer Behavior: Building Marketing Strategy, 14th ed., Mothersbaugh, David L., Del I. Hawkins, and Susan Bardi Kleiser, Homewood, IL: Irwin-McGraw-Hill.
(Readings on Desire2Learn)

Course Description

An exploration and evaluation of the extensive body of research evidence pertaining to the consumer, and an assessment of the marketing implications of the various processes and facets of consumer motivation.

Course Prerequisite

MKTG 3723 – Principles of Marketing

General Learning Goals

- **Competency in speaking and writing for common business scenarios.** Students will submit written assignments in an appropriate professional format. Assessment will occur as individual assignments are graded.
- **Problem solving and decision-making abilities through critical analysis, evaluation, and interpretation of business information.** Students will develop problem solving and decision-making abilities as they evaluate consumer behavior and consumer decision models. Assessment will occur during assignments and course examinations.
- **Understanding of the influence of global and multicultural issues on business activities.** Instruction and discussion of multicultural issues will occur during course topics of consumer behavior, product development, integrated marketing communications, and market segmentation. Students will be assessed on cultural and global influences during regularly scheduled exams.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

Course Specific Learning Goals:

After completing this course, students should:

- be able to segment consumer markets using external influences,
- understand the influences of perception, learning, memory, motivation, and emotion upon consumer behavior,
- recognize how culture, reference groups, self-concept, and lifestyles influence consumers,
- understand the consumer decision process and how marketers take action that influences the process., and
- be able to discuss marketing regulation and consumer behavior.

Course Policies

Missed Examination Policy: Only students with authorized absences (see University Attendance Policy) may make up missed examinations.

Class communication: Students should communicate with me (Dr. Wilson) through my MSU Texas e-mail account. I will provide course updates, readings, handouts, examination reviews, and other communication using *Desire2Learn*. Students may also check their grades via *Desire2Learn*.

Grading and Evaluation

Student's performance will be assessed using the following methods.

Exams (4): Each exam will consist of approximately 50 multiple-choice questions and 2-4 essay type questions. Lectures, readings, and handouts are the focus of the examination questions. The four exams will cover specific areas of the course. The last exam (exam 4) is not comprehensive.

Exercises (4): Throughout the semester various exercises are assigned. All exercises should be spell-checked and grammatically correct. The exercises are **individual** unless specifically stipulated otherwise (i.e., students should do their own work). I will drop the lowest of the five project grades. You will see the proposed exercises, the week I will give video exercise instruction, and the exercise due dates.

Exercise 1: Matrix Re-population Project (Jan 18, due Jan 29)

Exercise 2: Sub-culture Project (Feb 1, due Feb 22)

Exercise 3: Motivation Project (Mar 1, due Mar 15)

Exercise 4: Lifestyle (or TV character) Project (Mar 15 due Apr 5)

Exercise 5: Post-purchase Project (Apr 19, due Apr 26)

Please approach each project professionally; that is, imagine that your next raise, project assignment, or promotion depends upon your performance. Points will be deducted for grammatical errors, spelling errors, and lack of clarity. Points may be added for excellent communication and clarity.

Exam and project points will be allocated using the following scheme.

Table 1 Grade Components and Weights

Element	Points
Exam I	200
Exam II	200
Exam III	200
Exam IV	200
Exercise 1*	50
Exercise 2*	50
Exercise 3*	50
Exercise 4*	50
Exercise 5*	50
Total Points	1000

*Lowest exercise score will be dropped.

Grades will be assigned using the following scheme.

Table 2 Grading Scheme

Grade	Points range
A	900+
B	800-899
C	700-799
D	600-699
F	Less than 600

Course Content and Outline

- I. Introduction
- II. External Influences
 - A. Cross-cultural variations
 - B. Values
 - C. Demographics and social stratification
 - D. Subcultures
 - E. Families and households
 - F. Group influences
- III. Internal Influences
 - A. Perception
 - B. Learning, memory, and product positioning
 - C. Motivation, personality, and emotion
 - D. Attitudes
 - E. Self-concept and lifestyle
- IV. Consumer decision process
 - A. Situational influences
 - B. Consumer decision process
 - 1. Problem recognition
 - 2. Information search
 - 3. Alternative evaluation and selection
 - 4. Outlet selection
 - 5. Purchase
 - 6. Post purchase processes
- V. Marketing regulation

Academic Integrity

Regarding academic honesty, students are referred to the "Student Honor Creed" in the current Midwestern State University Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The penalty may be an "F" in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

Americans with Disabilities Act

If a student has an established disability as defined in the **Americans with Disabilities Act** and would like to request accommodation, that student should contact me as soon as possible (i.e., within the first two weeks of the semester). Refer to contact details shown on page 1. This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services. (See the current Midwestern State University Undergraduate Catalog.)

Syllabus Change Policy

This syllabus is a guide for the course and is subject to change. Syllabus changes will be communicated via *Desire2Learn*.

Additional Information

Grade Appeals: Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding long semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Undergraduate Catalogue for further details. See the MSU Student Handbook for University policy on grade appeal.

Grade Changes: No grade except "I" may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

Awarding and Removal of I: I - incomplete; a non-punitive grade given only during the last one-fourth of a semester and only if a student (1) is passing the course; (2) has reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course later by completing specific requirements. A student may remove a grade of I within thirty (30) days into the next long semester by completing the stipulated work.

Final Grades: Final grades are posted in *Web World* (a.k.a. *Banner*). You should be able to determine your final grade from the information posted in *D2L*.

General policies: Exam dates are firm.

Assignments: Assignments are due by the specified date. There is NO PROVISION for late work on any assignment. Plan and schedule to complete work early. Having your work completed on schedule is a key to early success in your professional business career.

Please feel free to contact me as needed. I want to see everyone do well in this course, but a big part of success depends on you. I view everyone as an "A" student until proven otherwise. I expect on-time professional effort. Students who have a good attitude and strive to meet these expectations will find me very supportive - I will do whatever I can to help students succeed in this course and beyond.

Concealed Carry: Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at [Campus Carry](#).

Tentative schedule (See attached.) Please keep this syllabus as a reference! Students are responsible for all information in the syllabus and any changes to the syllabus will be announced on *Desire2Learn*.

Consumer Behavior Schedule of Topics and Activities

MKTG 3823 – X20 Spring 2021
(Tentative Schedule)

Week of (week #)	Chapters	Topics of Discussion and Activities
Jan 11 (1)	Chapter 1	Consumer Behavior and Marketing Strategy
Jan 18 (2)	Chapter 2 Chapter 3	Cross-Cultural Variations in Consumer Behavior <i>The Changing American Society: Values</i> <i>Matrix Reloaded! project assigned</i>
Jan 25 (3)	Chapter 4	The Changing American Society: Demographics and Social Stratification <i>(Matrix Reloaded! Project due by Jan 29)</i>
Feb 1 (4)	Chapter 5	The Changing American Society: Subcultures <i>Sub-cultures project assigned</i>
Feb 5	Exam 1	Chapters 1, 2, 3, 4, and 5
Feb 8 (5)	Chapter 6 Chapter 7	The Changing American Society: Families and Households Group Influences
Feb 15 (6)	Chapter 8	Perception
Feb 22 (7)	Chapter 9	Learning, Memory, and Product Positioning <i>(Sub-culture project due by Feb 26)</i>
Mar 1 (8)	Chapter 10	Motivation, Personality, and Emotion <i>Motivation project assigned</i>
Mar 5	Exam 2	Chapters 6, 7, 8, 9, and 10
Mar 8 (9)	Chapter 11	Attitudes and Influencing Attitudes
Mar 15 (10)	Chapter 12	Self-concept and Lifestyle <i>Lifestyle or TV character project assigned</i> <i>(Motivation project due by Mar 19)</i>
Mar 22 (11)	Chapter 13	Situational Influences
Mar 26	Exam 3	Chapters 11, 12, and 13
Mar 29 (12)	Chapter 14	Consumer Decision Process and Problem Recognition
Apr 5 (13)	Chapter 15	Information Search <i>(Lifestyle or TV character project due by Apr 9)</i>
Apr 12 (14)	Chapter 16 Chapter 17	Alternative Evaluation and Selection Outlet Selection and Purchase
Apr 19 (15)	Chapter 18 Chapter 20	Post-purchase Processes Marketing Regulation and Consumer Behavior <i>Post-purchase project assigned</i>
Apr 26 (16)	Exam 4	Chapters 14, 15, 16, 17, 18, and 20 <i>(Post-purchase project due by Apr 30)</i>
May 1	Commencement	

Commented [WP1]:

Important dates to remember!

- Jan 18 Martin Luther King, Jr. Birthday Observed
- Feb 15 Last day for May graduates to file for graduation
- Apr 1-2 Holiday Break
- Apr 23 Last day for "W" 4:00p.m. (CDT) Drops after this date will receive grades of "F"**
- May 1 Commencement