



## **MKTG 3823 Section X20 Consumer Behavior Course Syllabus**

### **Contact Information**

**Instructor:** Shannon M. Gonzalez, M.S.  
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**Office Hours:** Contact me via email

### **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 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.

### **Netiquette:**

Anything you type in the discussion area is public - which means that every student in this class (including your instructor) will see what you write. Please pay attention to the language you use and adhere to the following guidelines:

- Do not post anything too personal
- Do not use language that is inappropriate for a classroom setting or prejudicial in regard to gender, race, or ethnicity
- Do not use all caps in the message box unless you are emphasizing (it is considered shouting)
- Be courteous and respectful to other people on the list
- Do not overuse acronyms like you would use in text messaging. Some of the list participants may not be familiar with acronyms.

- If the posting is going to be long, use line breaks and paragraphs
- Fill in a meaningful Subject Line
- Write your full name at the end of the posting
- Be careful with sarcasm and subtle humor; one person's joke is another person's insult.

Note: If you do not adhere to the guidelines for any posting, you will lose the points that would have been granted, and the instructor reserves the right to remove your posting and to deny you any further posting privileges.

## **Grading and Evaluation**

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

**Exams (3):** Each exam will consist of approximately 50 multiple-choice questions. Lectures, chapter readings, and/or handouts are the focus of the examination questions. The exams will cover specific areas of the course. All three exams will be open book.

**Discussions (5):** Throughout the semester various discussions are assigned. All discussions should be spell-checked and grammatically correct. The discussions are individual unless specifically stipulated otherwise (i.e., students should do their own work).

Discussion 1:CB & Marketing Strategy (Jan 10, due Jan 15)

Discussion 2:External Influences (Jan 17, due Jan 22)

Discussion 3:Internal Influences (Feb 14, due Feb 19)

Discussion 4:Consumer Decision Process (Mar 21, due Mar 26)

Discussion 5:CB & Marketing Regulation (Apr 18, due Apr 23)

Please approach each discussion 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.

### **Engage with your peers:**

Online discussions serve to mimic a face-to-face environment where professionals can learn from one another. Please make sure to engage/interact with at least 3-4 students in meaningful discussions; learn more about their experiences, how their firms use or apply certain strategic principles, how different approaches impact performance etc. Don't forget that one of the most valuable things you obtain during this class is a stronger professional network! (1) Post, (2-3) Comments to other students' post, and reply to any comments to your post are expected.

### **Participation:**

Students are expected to participate in all online activities as listed on the course calendar.

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

Table 1 Grade Components and Weights

<b>Element</b>	<b>Points</b>
Exam I	250
Exam II	250
Exam III	250
Discussion 1*	50
Discussion 2*	50
Discussion 3*	50
Discussion 4*	50
Discussion 5*	50
Participation	20
<b>Total Points</b>	<b>1020</b>

Grades will be assigned using the following scheme.

Table 2 Grading Scheme

<b>Grade</b>	<b>Points range</b>
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 Section X20 Spring 2022**  
(Tentative Schedule)

<b>Week #</b> <b>Week of</b>	<b>Chapters</b>	<b>Topics of Discussion and Activities</b>
<b>1</b> (Jan10)	Chapter 1	<b>Introductions &amp; Syllabus Overview</b> Consumer Behavior and Marketing Strategy <b>(Disc 1: CB &amp; Marketing Strategy due by Jan 15)</b>
<b>2</b> (Jan 17)	Chapter 2 Chapter 3	Cross-Cultural Variations in Consumer Behavior The Changing American Society: Values <b>(Disc 2: External Influences due by Jan 22)</b>
<b>3</b> (Jan 24)	Chapter 4	The Changing American Society: Demographics and Social Stratification
<b>4</b> (Jan 31)	Chapter 5	The Changing American Society: Subcultures
<b>5</b> (Feb 7)	Chapter 6 Chapter 7	The Changing American Society: Families and Households Group Influences
<b>Feb 13</b>	<b>Exam 1</b>	<b>Chapters 1 thru 7</b>
<b>6</b> (Feb 14)	Chapter 8	Perception <b>(Disc 3: Internal Influences due by Feb 19)</b>
<b>7</b> (Feb 21)	Chapter 9	Learning, Memory, and Product Positioning
<b>8</b> (Feb 28)	Chapter 10	Motivation, Personality, and Emotion
<b>9</b> (Mar 7)	Chapter 11	Attitudes and Influencing Attitudes
<b>10</b> (Mar 14)	Chapter 12	Self-concept and Lifestyle
<b>Mar 20</b>	<b>Exam 2</b>	<b>Chapters 8 thru 12</b>
<b>11</b> (Mar 21)	Chapter 13	Situational Influences <b>(Disc 4: Consumer Decision Process due by Mar 26)</b>
<b>12</b> (Mar 28)	Chapter 14	Consumer Decision Process and Problem Recognition
<b>13</b> (Apr 4)	Chapter 15	Information Search
<b>14</b> (Apr 11)	Chapter 16 Chapter 17	Alternative Evaluation and Selection Outlet Selection and Purchase
<b>15</b> (Apr 18)	Chapter 18 Chapter 20	Post-purchase Processes Marketing Regulation and Consumer Behavior <b>(Disc 5: CB &amp; Marketing Reg due by Apr 23)</b>
<b>16 Apr 28</b>	<b>Exam 3</b>	<b>Chapters 13 thru 18 and 20</b>
<b>May 7</b>	<b>Commencement</b>	

Important dates to remember!

Jan 17 Martin Luther King, Jr. Birthday Observed

Feb 14 Last Day for May graduates to file for graduation

Apr 1 to 2 Holiday Break

Mar 21 Last Day for "W" 4:00p.m. (CDT) Drops after this date will receive grades of "F"

May 7 Commencement