



Consumer Behavior Syllabus

Dillard College of Business

MKTG 3823 Section 201

Spring 2026

Instructor Information

Professor: Abigail Torres Rico, Ph.D.

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Office Hours: Monday/Wednesday from 10 AM to 11 AM and from 2 PM to 3 PM
Tuesday from 12 PM to 1 PM. Online meetings by appointment via email.

Teaching Assistant (TA) Information

TA: Sonia Pandey

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Course Overview

Course Dates: January 21, 2025 – May 6, 2025

Meeting Time: Monday & Wednesday, 11 AM to 12:20 PM

Location: Dillard College of Business, Room 338

Credit Hours: 3

Course Description (from MSU catalog):

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.

Prerequisites: Junior standing or above or consent of the chair and MKTG 3723

Course Objectives:

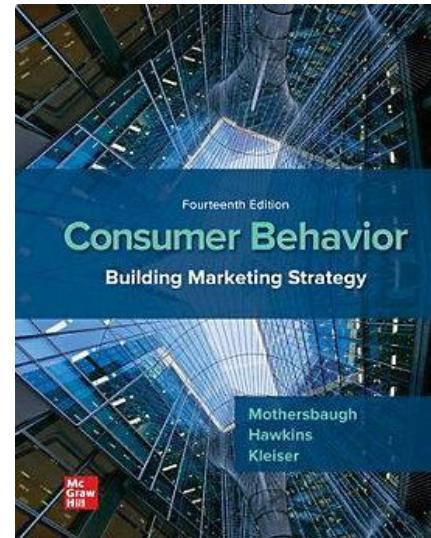
Upon completion of this course, students should:

1. Have the ability to segment consumer markets using external influences.

2. Understand the influences of perception, learning, memory, motivation, and emotion upon consumer behavior.
3. Recognize how culture, reference groups, self-concept and lifestyles influence consumers.
4. Understand the consumer decision process and how marketers take action that influences the process.
5. Have the ability to discuss marketing regulation and consumer behavior.

Textbook & Instructional Materials:

1. **Consumer Behavior: Building Marketing Strategy (14th Edition).** ISBN-13: 9781260958935. Author(s): David Mothersbaugh. Publisher: McGraw-Hill
e-book price: \$46.75
Hardbook rental: \$70.01
New: \$240
Used: \$180



Course Technology & Skills:

Minimum Technology Requirements:

To be successful in this online course, students will need at least:

- Reliable computing device (a laptop or desktop is preferred, but success is possible with a tablet or a smartphone)
- Reliable internet access
- Microsoft Office Suite or Google Docs

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Technical Assistance:

Students in need of technical assistance should contact the MSU's Help Desk [Here](#)

Study Hours and Tutoring Assistance

ASC offers a tutoring assistance schedule for selected subjects. Please contact the ASC at (940) 397- 4684, or visit the [Link to ASC homepage](#) for more information.

Course Assignments:

Activities	# of Assignments	Points	% of Final Grade
Exams	3	300	30%
Group Project	7	300	30%
Ch Quizzes	15/19	150	15%
Journal Entries	3	150	15%
Attendance	25	25	2.5%
Participation	25	75	7.5%
Total		1,000	90%

Grading Scale

Actual Points	Percentage	Letter Grade
900 and Higher	90 and Above	A
800 to 899	80 to 89	B
700 to 799	70 to 79	C
600 to 699	60 to 69	D
Less than 599	Less than 59	F

Disclaimer: Requests for additional points, the creation of new assignments, or the re-grading of past assignments past their due date made via email or in person will not be approved or entertained.

Assignment Descriptions

Exams (300 points or 30%)

There will be three (3) in-class examinations. The in-class exams are 30% of your final grade, and will cover material from the book and class. The exams may include a combination of true/false, multiple choice, short answer, and essay questions. All exams are expected to be taken on the day scheduled.

Makeup Exam Policy

I generally do not administer makeup exams without proper explanation or documentation. If you miss an exam due to an emergency, you will be asked to provide documentary proof (e.g., medical records, police or fire department reports, insurance claims, court orders, outage notices, or evacuation orders. *The instructor reserves the right to determine when and in what form a makeup exam will be given.*

For this course, an **emergency** is a serious, unexpected, and often dangerous situation requiring immediate action, such as a medical emergency, a family crisis, or other significant unforeseen events that prevent you from attending the exam.

Emergencies **do not include** things that can be prescheduled, such as routine medical appointments, travel plans, or social events. Students must contact the professor immediately or at least one week in advance to reschedule exams for non-emergency-related events. Makeup exams for these events will only be held **before the scheduled** exam date, not after.

Group Project – (300 points or 30%)

In this project, you will work in teams of 3–4 to develop a repositioning strategy for a real-world firm. Your task is to evaluate how consumers will respond to changes in the way the brand is positioned, applying concepts and frameworks from the course textbook. This project emphasizes the analysis of consumer behavior, collaboration, and professional presentation skills.

Objective:

To demonstrate an understanding of external and internal consumer influences and apply consumer behavior principles to create actionable business strategies.

Project Components (see course schedule for due date):

1. Component #1: Group and Topic (30 points):

- Select a firm and its product/service assortment.
- Define the repositioning goals and identify key consumer behavior concepts that will guide your analysis.

2. Component #2: External Factor Analysis (75 points):

- Analyze external consumer influences, including demographic, cultural, and social factors.
- Explain how these factors will impact consumer reactions to the repositioning strategy.

3. Component #3: Internal Factor Analysis (75 points):

- Examine internal consumer influences such as perception, motivation, attitudes, and self-concept.
- Evaluate how these factors shape consumer responses to the repositioning.

4. Component #4: Strategy and Recommendations (50 points):

- Combine external and internal analyses to develop a comprehensive repositioning strategy.
- Address situational influences, information search, and post-purchase behaviors in your recommendations.

5. Presentation (50 points):

- Deliver a professional presentation summarizing your findings and recommendations.
- Use creative elements such as visuals, infographics, or videos to enhance your presentation.
- Ensure all team members actively participate.

6. Team Member Peer Evaluations (20 points):

- At the end of the project, evaluate your team members' contributions.
- Points will be based on individual effort, collaboration, and accountability.

Journal Entries Assignments (150 points or 15%)

Throughout the semester, you will complete three journal entries—one for each unit of the course (External Influences, Internal Influences, and Consumer Decision Process). Each entry will focus on a specific Ch within the corresponding part.

For each journal entry, you will write a 1.5 –2 page reflection that connects a concept from the selected Ch to a real-life example. This is not merely a summary of the Ch but an analysis and reflection that demonstrates your understanding of the material. You are encouraged to include organized information, such as personal anecdotes or examples from current events, to illustrate the concept and its application. This assignment is designed to help you think critically and relate theoretical ideas to real-world consumer behavior.

Ch Quizzes (150 points or 15%)

Students are required to complete 15 Ch quizzes out of the 19 available. Each quiz covers content from the corresponding Ch and must be submitted prior to the start of class on the due date. This ensures students are prepared to engage with the material during class discussions.

Attendance and Participation (100 points or 10%)

There are 29 class days in the semester. However, after excluding exam dates, holidays, and other specific events, only **25 will be monitored for participation and attendance**. Attendance will be taken daily, and class participation will be monitored, with points awarded accordingly. Each day is worth 4 points: 1 points for attendance and 3 points for participation.

What Counts as Participation?

Participation involves active engagement in class activities and discussions. This includes, but is not limited to:

- Asking relevant questions
- Responding to questions posed by the instructor or classmates
- Contributing to group discussions and activities
- Presenting ideas or perspectives during class
- Providing thoughtful insights related to the course material
- Engaging in any in-class assignments or exercises

Students are encouraged to contribute regularly to enhance their learning experience and that of their peers. **Quality of participation is valued over quantity**, so thoughtful and relevant contributions will be highly regarded.

Extra credit

If any other opportunity for extra credit becomes available, I will inform the class via a D2L News posting.

Disclaimer: Extra credit assignments will meet the same standards and expectations as regular assignments. Requests for the creation, re-grading, or a request for an extension will not be considered.

Instructor's General Class Policies

Rules of Engagement

To foster a positive learning environment, students must exhibit courteous and positive behaviors. Disruptive behaviors will not be tolerated. Adherence to these guidelines is mandatory for all interactions between students and between students and the instructor. Failure to comply will result in a reminder and may ultimately lead to removal from the class.

Because a positive learning environment facilitates learning outcomes, each student is expected to exhibit courteous and positive learning behaviors. There is no tolerance for disruptive behaviors. To that end, the following guidelines for interactions between students and between students and the instructor must be followed. Failure to abide by the rules of engagement will result first in a reminder and could ultimately result in removal from the class.

- Email communications should be professional and well-written. Emails to the instructor that are unprofessional (e.g., those addressing me incorrectly or written using “text talk”) will not receive a response.
- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Make every attempt possible to use the correct name and pronouns when referring to the instructor or students.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think before you type.

Late Work

No late submission will be accepted/graded. Students who experience an emergency should contact the instructor for late submission permission. Valid documentation is required. Personal illness, urgent family business, work-related issues, and other emergencies are the only basis for not submitting an assignment when it is due. Students are required to contact the instructor about these situations ASAP.

Course Incomplete

A student is expected to complete a course of study during a semester. In an emergency, the instructor may assign a grade of “incomplete” with complete documentation for the situation. A student needs to complete the course within 30 days of the beginning of the next long semester or the incomplete grade will become an F.

AI Policy

Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as ChatGPT or Dall-E 2) on assignments in this course if that use is properly documented and credited. For example, text generated using ChatGPT-3 should include a citation such as: “Chat-GPT-3. (YYYY, Month DD of query). “Text of your query.” Generated using OpenAI. <https://chat.openai.com/>” material generated using other tools should follow a similar citation convention.

AI Overuse Penalty:

Work that demonstrates primary reliance on AI will receive an automatic 20% grade penalty.

AI Penalty Appeal Process:

If you believe I wrongly penalized you for AI overuse, you may submit a short email explaining your writing process. If you used AI within the allowed purposes listed above, include the AI outputs and your process notes so I can fairly review your work.

Inclement Weather Policy

If the university cancels classes due to inclement weather, all in-person sessions will transition to asynchronous learning. Lectures will be recorded and uploaded to D2L for students to review. Most assignments will still be due as stated on the syllabus unless the instructor decides to make changes, in which case updates will be communicated via D2L announcements and email.

Office hours for in-person classes will be canceled during inclement weather. Students are encouraged to email questions or concerns, and virtual meetings may be arranged if necessary.

Policies & Procedures

Student Handbook

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work, not the individual to whom credit is given). Additional guidelines on procedures in these matters may be found in the [Office of Student Conduct](#).

Instructor Policy:

In this course, any confirmed act of academic dishonesty will result in a **zero (0) on the assignment or exam in question**, in addition to referral to the Office of Student Conduct for further action.

Moffett Library

Moffett Library provides resources and services to support student's studies and assignments, including books, peer-reviewed journals, databases, and multimedia materials accessible both on campus and remotely. The library offers media equipment checkout, reservable study rooms, and research assistance from librarians to help students effectively find, evaluate, and use information. Get started on this [Moffett Library webpage](#) to explore these resources and learn how to best utilize the library.

Attendance

Students are expected to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student's grade where class attendance and class participation are deemed essential by the faculty member. In those classes where attendance is considered as part of the grade, the instructor should so inform students of the specifics in writing at the beginning of the semester in a syllabus or separate attendance policy statement. An instructor who has an attendance policy must keep records daily. The instructor must give the student a verbal or written warning before being dropped from the class. Instructor's records will stand as evidence of absences. A student with excessive absences may be dropped from a course by the instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

Online Computer Requirements

Taking an online class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. ***Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered a reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.**

Computers are available on campus in various areas of the buildings as well as the Academic Success Center. ***Your computer being down is not an excuse for missing a deadline!!**

There are many places to access your class! Our online classes can be accessed from any computer in the world that is connected to the internet. Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into D2L.

Important [Academic Calendar](#) Dates

Last day for term schedule changes: January 23, 2026

Deadline to file for graduation: February 16, 2026

Last Day to drop with a grade of "W": April 29, 2026

Refer to: [Drops, Withdrawals & Void](#)

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees, and room/board charges that were paid to MSU for the semester. However, if the student received financial aid (federal/state/institutional grants, loans, and/or scholarships), all or a portion of the refund may be

returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Student Wellness Center, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to Disability Support Services.

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug-Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibit the unlawful possession, use, or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state, and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License-to-carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit Campus Carry.

Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by the MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch the video entitled “Run. Hide. Fight.” which may be electronically accessed via the University police department’s webpage: ["Run. Hide. Fight."](#)

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

*Notice: Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Course Schedule for MKTG 3823 – Consumer Behavior

Wk	Date	Topics	Deadlines (Quizzes Due Before Class)
1	21-Jan	WED Introductions & Syllabus Review	
	26-Jan	MON Ch 1: Consumer Behavior...	Syllabus Quiz *Quiz Ch 1*
2	28-Jan	WED Ch 2: Cross-Cultural Variation...	*Quiz Ch 2*
	2-Feb	MON Ch 3: Values	*Quiz Ch 3* Component #1: Group & Topic
3	4-Feb	WED Ch 4: Demographic & Social Stratification	*Quiz Ch 4*
	9-Feb	MON Ch 5: Subcultures	*Quiz Ch 5*
4	11-Feb	WED Ch 6: Families	*Quiz Ch 6*
	16-Feb	MON Ch 7: Group Influences...	*Quiz Ch 7*
5	18-Feb	WED Exam #1 Review	CB Journal Entry #1
	23-Feb	MON External Influence Exam #1 (Ch 1 - 7)	
6	25-Feb	WED Component #2 Work Day	
	2-Mar	MON Ch 8: Perception	*Quiz Ch 8* Component #2: External Influence
7	4-Mar	WED Ch 9: Learning, memory...	*Quiz Ch 9*
	9-Mar	MON Spring Break	
7	11-Mar	WED Spring Break	
	16-Mar	MON Ch 10: Motivation, Personality...	*Quiz Ch 10*
8	18-Mar	WED Ch 11: Attitudes and influencing...	*Quiz Ch 11*
	23-Mar	MON Ch 12: Self-Concept and Lifestyle	*Quiz Ch 12*
9	25-Mar	WED Exam #2 Review	CB Journal Entry #2
	30-Mar	MON Internal Influences Exam #2	
10	1-Apr	WED Component #3 Work Day	
	6-Apr	MON Ch 13: Situational Influence	*Quiz Ch 13* Component #3 Internal Factor Peer Evaluation #1 Due
11	8-Apr	WED Ch 14: Consumer Decision Process...	*Quiz Ch 14*
	13-Apr	MON Ch 15: Information Search	*Quiz Ch 15*
12	15-Apr	WED Ch 16: Alternative Evaluation...	*Quiz Ch 16*
	20-Apr	MON Ch 17: Outlet Selection and Purchase	*Quiz Ch 17*
13	22-Apr	WED Ch 18: Post Purchase Processes...	*Quiz Ch 18*
	27-Apr	MON Component #4 & #5 Work Day	
14	29-Apr	WED Exam #3 Review	CB Journal Entry #3
	4-May	MON Consumer Decision Process Exam #3	
15	6-May	WED Presentation Day	Component #4 & #5 and Peer Evaluation #2

Disclaimer: The information in this syllabus was accurate and complete to the best of the instructor's knowledge at the beginning of the semester. However, **the instructor reserves the right to modify course content or instructional methods without prior notice. Any changes will be communicated to students,** and an updated syllabus will be provided accordingly.