



## MKTG 3823 Consumer Behavior Course Syllabus

### Contact information:

**Class location/time:** Dillard Building 329, Tuesday and Thursday 12:30 pm to 1:50 pm  
**Professor:** Eunyoung Jang, Assistant Professor of Marketing  
**Office:** Dillard Building 276  
**Office Hours:** Tuesday and Thursday 2:00 pm to 3:00 pm, Wednesday 9:30 am to 12:30 pm; or by appointment  
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### Welcome to MKTG 3823 Consumer Behavior Course

This course aims at enhancing students' understanding of how and why people choose, use, and evaluate goods and services. In this course, students will learn about diverse theories to understand consumer behavior, adopted from marketing, psychology, sociology, and other behavioral sciences to better predict how consumers respond to different marketing activities. The format of the course includes lectures, discussions, case studies, and team project activities.

### Textbook (Recommended):

Michael R. Solomon, Consumer Behavior: Buying, Having, and Being, 13th edition, Publisher Solomon (ISBN: 978-0-13-5225691)

### Course Description:

This course is an exploration of research pertaining to the consumer and an assessment of the marketing implications of the various processes and facets of consumer behavior, motivation, and decisions.

### Learning Goals:

At the end of the semester, you should be able to:

- Understand how consumers perceive and process information, form attitudes, and make decisions.
- Apply appropriate theories, models, and other tools for developing marketing strategies and making a successful marketing decision.
- Develop the ability to work in teams to devise ideas and solutions to problems.
- Develop the ability to write logically and persuasively and communicate effectively by producing a written consumer report and presenting an idea.

### Expectations:

I can expect that you will:

- Be familiar with using D2L.

- Set up your D2L account to receive a notification to your preferred email.
- Attend all classes.
- Submit assignments on time.
- Actively participate in class discussions and group projects.
- Perform to the fullest of your abilities.
- Adhere to Midwestern State University policies on academic honesty.
- Ask questions when something is unclear.
- Enjoy this course.

You can expect that I will:

- Come to class prepared.
- Provide you with course materials and assignments on time.
- Create assignments that are directly relevant to course expectations.
- Be responsive to YOU.
- Be fair in grading.
- Create a welcoming class environment.
- Listen to your concerns and issues.
- Do everything in my power to maximize your learning experience.

**Grading:**

Students can expect to see grades posted in D2L within a couple of weeks of the assignment due dates. Final grades are based on elements below:

<b>Activities</b>	<b>Points</b>
Exam 1	150
Exam 2	150
Exam 3	200
Consumer Insight & Ad project	250
Case study	100
Essay assignment	50
Attendance	50
<b>Total Course Points</b>	<b>950</b>

<b>Actual Points</b>	<b>Percentage</b>	<b>Letter Grade</b>
855 and higher	90 and above	A
760 to 854	80 to 89	B
665 to 759	70 to 79	C
570 to 664	60 to 69	D
Below 569	Less than 59	F

## **Brief Descriptions of Course Requirements**

### **Exams:**

There are three online exams, including a comprehensive exam. Each exam will consist of multiple-choice questions, open-ended questions, and a short essay. Please note that each exam will be conducted online. You are required to use LockDown Browser and a webcam for exams. More details will be available later.

### **Consumer Insight & Ad Project (Group project):**

You will conduct a systematic consumer analysis for a brand and create advertisements with your team members. This project is designed for you to use the technique of consumer analysis and based on your insights, to develop an effective communication plan for your target consumers. It requires you to understand the target consumer's demographics, personality, brand attitude, and lifestyle. You will develop a customer insight report by using the technique of persona profile. Then, you will create a creative brief for your ad plan and make mock advertisements (e.g., video ad, print ad, billboard ad, social media ad, etc.)

Be logical when you analyze consumers and creative when you develop ads. Each group is required to submit a consumer insight report by Oct 12 at 5 pm, and a final paper along with a PPT file by Nov 12 at 5 pm as well as make a presentation between Nov 16 and Nov 18. More details will be provided during the term.

### **Case Study (Group project):**

You will be given three marketing cases in class. After reading three cases, you will navigate business challenges. Putting yourself in the shoes of the company, your team should carefully assess the key issue and develop an idea to solve it. Each team should submit a report on the case study day. Details will be available during the term.

### **Essay assignment:**

You will write an essay (1,000 words in max) about the top ten lessons every marketer should know. This should be submitted by Dec 9 at 5 pm.

### **Attendance:**

I will randomly check your attendance. If you are absent on a day, 5 points will be taken out from your final score. Students who are forced to miss the class for a legitimate reason (e.g., doctor's appointment, personal crisis, job interview, and illness) must give a written notice (e.g., send email).

### **Bonus credit:**

Creative and easy bonus assignments will be given during the term. Don't miss the chances.

## **Course General Rules and Policy**

### **COVID-19 Policies:**

Students may wear facemasks while in the Dillard Building at all times, except when making a class presentation. We'll maintain at least 6' social distancing at all times in the classroom. When you test positive for COVID-19, you must complete the [COVID-19 reporting form for students](https://cm.maxient.com/reportingform.php?MSUTexas&layout_id=9) (click here: [https://cm.maxient.com/reportingform.php?MSUTexas&layout\\_id=9](https://cm.maxient.com/reportingform.php?MSUTexas&layout_id=9)).

Also, if you are feeling ill (no matter how minor), please do not attend the physical classroom session (you must email me), and we may schedule a meeting to make up for your missing

classes. There is no plan to have a Zoom live stream in this course, but if the plan changes, I will update you immediately.

**Late Work:**

No late submission will be accepted and graded. Students who experience an emergency need to contact the instructor for late submission permission. Valid documentation is required.

**Makeup Work/Tests:**

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. Valid documentation is needed for the acceptance of late assignments. The student will receive a score of zero for all late assignments, exams, and projects.

Note: The due dates and times for the activities will adhere to the Central Time Zone.

**LockDown Browser + Webcam Requirement:**

This course requires the use of LockDown Browser and a webcam/microphone for online exams. The webcam/microphone can be the type that's built into your computer or one that plugs in with a USB cable. Please Note: At this time, Chromebook's are not compatible.

**Final Grade:**

Final grades will be posted via standard University channels and D2L.

**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.

**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. It is important to note that "incomplete" is rarely given. 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.

**Grade Appeal Process:**

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 regular 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.

**Academic Dishonesty:**

With regard to academic honesty, students are referred to the "Student Honor Creed" in the Midwestern State University Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is

an "F" in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

**Disability Support Services:**

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs. If a student has an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, that student should please see me as soon as possible (i.e., within the first two weeks of the semester). Refer to my office hours and phone number 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.

**Safe Zones Statement:**

The instructor considers the course and course environment to be a place where you will be treated with respect as a human being - regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the professor's expectation that all students consider the class a safe environment.

**Important Dates:**

Change of schedule or late registration: August 23-26, 2021.

Deadline to file for December graduation: September 27, 2021.

Last Day to drop with a grade of "W": 4:00 p.m., October 25, 2021.

It is the student's responsibility to visit with their academic advisor prior to withdrawing from a class must come to the Dean of Students office located in the Clark Student Center, room 104, to fill out a withdrawal slip.

**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.

**Course Schedule (subject to change if necessary)**

<b>Date</b>	<b>Topics</b>	<b>Assignments/Memo</b>
Aug 24	<ul style="list-style-type: none"><li>• Course orientation</li></ul>	Familiarize yourself with D2L/course syllabus
Aug 26	<ul style="list-style-type: none"><li>• Introduction to Consumer Behavior</li></ul>	
Aug 31	<ul style="list-style-type: none"><li>• Value</li></ul>	
Sep 2	<ul style="list-style-type: none"><li>• Perception (1) Sensations &amp; Sensory marketing</li></ul>	
Sep 7	<ul style="list-style-type: none"><li>• Perception (2) Exposure &amp; Attention</li></ul>	
Sep 9	<ul style="list-style-type: none"><li>• Perception (3) Comprehension</li></ul>	

Sep 14	<ul style="list-style-type: none"> <li>Group project day (1)</li> </ul>	Team building & Case selection
Sep 16	<ul style="list-style-type: none"> <li>Review</li> </ul>	
Sep 21	<ul style="list-style-type: none"> <li>Exam</li> </ul>	
Sep 23	<ul style="list-style-type: none"> <li>Learning and memory</li> </ul>	
Sep 28	<ul style="list-style-type: none"> <li>Case study (1)</li> </ul>	Case study report 1
Sep 30	<ul style="list-style-type: none"> <li>Motivation and Affect</li> </ul>	
Oct 5	<ul style="list-style-type: none"> <li>Personality, Lifestyle, and Self</li> </ul>	
Oct 7	<ul style="list-style-type: none"> <li>Attitudes</li> </ul>	
Oct 12	<ul style="list-style-type: none"> <li>Persuasive communication</li> </ul>	Consumer insight report (Oct 12)
Oct 14	<ul style="list-style-type: none"> <li>Group project day (2)</li> </ul>	Making a creative brief
Oct 19	<ul style="list-style-type: none"> <li>Review</li> </ul>	
Oct 21	<ul style="list-style-type: none"> <li>Exam</li> </ul>	
Oct 26	<ul style="list-style-type: none"> <li>Case study (2)</li> </ul>	Case study report 2
Oct 28	<ul style="list-style-type: none"> <li>Decision Making</li> </ul>	
Nov 2	<ul style="list-style-type: none"> <li>Group influence and Social media</li> </ul>	
Nov 4	<ul style="list-style-type: none"> <li>Case study (3)</li> </ul>	Case study report 3
Nov 9	<ul style="list-style-type: none"> <li>Group project day (3)</li> </ul>	
Nov 11	<ul style="list-style-type: none"> <li>Cultures</li> </ul>	Final paper/PowerPoint (Nov 12)
Nov 16	<ul style="list-style-type: none"> <li>Group presentation I</li> </ul>	
Nov 18	<ul style="list-style-type: none"> <li>Group presentation II</li> </ul>	
Nov 23	<ul style="list-style-type: none"> <li>No class -Thanksgiving holiday</li> </ul>	
Nov 25	<ul style="list-style-type: none"> <li>No class -Thanksgiving holiday</li> </ul>	
Nov 30	<ul style="list-style-type: none"> <li>Review/Class wrap-up</li> </ul>	
Dec 2	<ul style="list-style-type: none"> <li>No class</li> </ul>	Optional Q&A Sessions
Dec 7	<ul style="list-style-type: none"> <li>Final Exam</li> </ul>	Essay (Dec 9)