



MKTG 3823. Consumer Behavior

Contact information:

Class location/time: Dillard Building 338, Monday and Wednesday 11:00 am to 12:20 pm
Professor: Eunyoung Jang, Assistant Professor of Marketing
Office: Dillard Building 276
Office Hours: Monday and Tuesday, 9:30 am - 11:00 am
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Welcome to the MKTG 3823 Consumer Behavior Course

This course aims to enhance 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):

Barry J. Babin, CB 9, 9th edition, Publisher Cengage (ISBN: 9780357518205)

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:

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.

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.

Grading:

Final grades are based on the elements below:

Activities	Points
Exam 1	100
Exam 2	100
Exam 3	200
Project	100
Case study (50 x 3 cases)	150
Attendance	50
Total Course Points	700

Grading Scales

Letter Grade	Percentage	Actual Points
A	90 and above	630 and higher
B	80 to 89	560 to 629
C	70 to 79	490 to 569
D	60 to 69	420 to 489
F	Less than 59	Below 419

Brief Descriptions of Course Requirements

Exams:

There are three exams, including a comprehensive exam. Each exam will cover material from the textbook and in-class discussions. Question types include multiple-choice questions, open-ended questions, and a short essay.

Group Project:

You will conduct a systematic consumer analysis for a local business with your team members. This project is designed for you to use the technique of consumer analysis and based on your insights, to suggest ideas to solve business problems. Your team will analyze a situation, understand the target consumers' consumption behaviors, and propose ideas for the selected business case. Each group will submit a final report along with a PPT file by Friday, April 19 at 11:59 pm and make a presentation between April 22 and April 24. 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.

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, or illness) must give a written notice (e.g., send an email).

Bonus credit:

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

Course General Rules and Policy

Inclusive Classroom Policy:

All students should feel comfortable, safe, and happy in the class, regardless of gender orientation, race, ethnicity, education, income, national origin, religious affiliation, political beliefs, age, or ability. Everyone will be treated with respect as a human being. The classroom (virtual/face-to-face) is an environment where civility, human dignity, and respect are maintained. I ask that all students work with me to create a welcoming environment that is respectful of all forms of diversity. Any variation from this, for example, yelling or saying profanity at an instructor or another person in the classroom or any other loud, lewd, belligerent, or obnoxious behavior resulting in a disruption from teaching and learning will not be tolerated. Failure to abide by the rules could ultimately result in removal from the class. In this class, you are expected to:

- 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.

- Communicate professionally.
- Use your critical thinking skills to challenge other people's ideas instead of attacking individuals.
- Think before you type. Keep in mind that online posts can be permanent.
- Avoid disruptive behaviors (e.g., yelling, bullying, other intimidating behavior, interrupting other students or the instructor, etc.).
- Be a human.

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:

In an emergency a student cannot complete a course, 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.

Academic Dishonesty:

Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and a referral to the Dean of Students for disciplinary action, which may result in expulsion from the University. Please refer to "[Student Honor Creed](#)" in the Midwestern State University Undergraduate Catalog.

All coursework submitted for grading must be your own effort. Cheating, collusion, and plagiarism will not be tolerated. The term "cheating" includes, but is not limited to:

- Copying someone's homework and submitting it as your own.
- Allowing another student to copy your solutions.
- Looking or glancing at another student's answer sheet during an exam or quiz.
- Using a programmable calculator or electronic device during an exam or quiz.

AI Policy

Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as Grammarly, 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). Material generated using other tools should follow a similar citation convention.

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 an accommodation, that student should please see me as soon as possible (i.e., within the first two weeks of the semester). This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services.

Important Dates:

- Change of schedule or late registration: January 16 to 19
- Final deadline for May graduates to file for graduation: February 12
- Part of Term A last day for "W", 4 pm: February 28
- Spring break: March 10-16
- Long semester and part of Term B last day for "W", 4:00 pm: April 24
- Last day of classes: May 3
- Final examinations: May 4 –
- Commencement: May 11

* It is the student's responsibility to visit with their academic advisor prior to withdrawing from a class.

Course Schedule (subject to change if necessary)

Date	Topics	Assignments/Memo
January 17	<ul style="list-style-type: none">• Course Orientation	
January 22	<ul style="list-style-type: none">• Introduction to Consumer Behavior	
January 24	<ul style="list-style-type: none">• Perception 1	
January 29	<ul style="list-style-type: none">• Perception 2	
January 31	<ul style="list-style-type: none">• Perception 3	
February 5	<ul style="list-style-type: none">• Case Study (1)	Case Study Report 1
February 7	<ul style="list-style-type: none">• Learning and Memory	
February 12	<ul style="list-style-type: none">• Review	
February 14	<ul style="list-style-type: none">• Exam 1	
February 19	<ul style="list-style-type: none">• Motivation	
February 21	<ul style="list-style-type: none">• Emotion	
February 26	<ul style="list-style-type: none">• Attitudes and Influencing Attitudes 1	
February 28	<ul style="list-style-type: none">• Attitudes and Influencing Attitudes 2	
March 4	<ul style="list-style-type: none">• Attitudes and Influencing Attitudes 3	
March 6	<ul style="list-style-type: none">• Group Project 1	Group Building/Discussion
March 11	<ul style="list-style-type: none">• Spring Break	
March 13	<ul style="list-style-type: none">• Spring Break	
March 18	<ul style="list-style-type: none">• Review	
March 20	<ul style="list-style-type: none">• Exam	
March 25	<ul style="list-style-type: none">• Personality and Self-Concept	
March 27	<ul style="list-style-type: none">• Consumer Decision Process 1	
April 1	<ul style="list-style-type: none">• Case Study 2	Case Study Report 2
April 3	<ul style="list-style-type: none">• Consumer Decision Process 2	

Date	Topics	Assignments/Memo
April 8	<ul style="list-style-type: none"> • Group Influence 	
April 10	<ul style="list-style-type: none"> • Consumer Satisfaction 	
April 15	<ul style="list-style-type: none"> • Group Project Day 2 	
April 17	<ul style="list-style-type: none"> • Culture 	Final paper/PPT (April 19)
April 22	<ul style="list-style-type: none"> • Presentation I 	
April 24	<ul style="list-style-type: none"> • Presentation II 	
April 29	<ul style="list-style-type: none"> • Case Study 3 	Case Study Report 3
May 1	<ul style="list-style-type: none"> • Review/Class Wrap-Up 	
May 6	<ul style="list-style-type: none"> • Final Exam 	