



## MKTG 3823X20 – Consumer Behavior - Syllabus

**Course Dates:** January 17, 2023 – May 5, 2023  
**Credit Hours:** 3  
**Professor:** Brandon Beshear, MBA  
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**Office Hours:** Monday, Wednesday, and Friday: 12:00 p.m. to 1:00 p.m.  
Tuesday and Thursday: 7:00 p.m. to 8:00 p.m.

### **Course Description – Consumer Behavior**

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.

### **Textbook & Instructional Materials**

Recommended Materials: Consumer Behavior, 12<sup>th</sup> Edition, (2019) Leon G Schiffman, Joe Wisenblit, Pearson Publishing, ISBN-13: 9780137504503. Additional articles and materials will be provided by the instructor.

### **Study Hours and Tutoring Assistance**

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

### **College Policies and Procedures**

Refer to College Policies and Procedures Manual.

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Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given).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

## Course Activities

Activities	Potential Points
Homework #1	15
Homework #2	20
Homework #3	20
Homework #4	20
Homework #5	25
Homework #6	25
Homework #7	25
Project #1	50
Project #2	50
Project #3	50
Exam 1	100
Exam 2	100
Exam 3	100
<b>Total</b>	<b>600</b>

## Grading Scale

Actual Points Min	Actual Points Max	Percentage Min	Percentage Max	Letter Grade
540	600	90%	100%	A
480	539	80%	89%	B
420	479	70%	79%	C
360	419	60%	69%	D
0	359	0%	59%	F

## Brief Description of Course Activities

### 3 Exams – Essay Format

You will have 3 exams using an essay format throughout the semester. In each essay, you will be provided with open-ended questions that are relevant to consumer behavior. You may use the recommended textbook, library databases, or other external sources to complete the essays. However, you are charged with providing your best rationale and proper references (if used) without plagiarizing. Less comprehensive and/or poorly worded responses earn fewer points. More comprehensive and well worded responses earn more points. Exam 3 is the final exam and it will not be comprehensive.

### 7 Homework Assignments

You will be asked to complete seven homework assignments throughout the semester. Each of the assignments consists of application-oriented questions in the field of

consumer behavior. Specifically, you will be responsible for applying consumer behavior theories and concepts using practical examples. These homework assignments will be in a short-answer format. Less comprehensive and/or poorly worded responses earn fewer points. More comprehensive and well worded responses earn more points.

### 3 Projects

You will be asked to complete three projects throughout the semester. Each of the projects consists of application-oriented questions in the field of consumer behavior. Specifically, you will be responsible for applying consumer behavior theories and concepts using practical examples. These projects will be in a short-answer format, but expect more questions and issues to address than you will see with homework assignments. Less comprehensive and/or poorly worded responses earn fewer points. More comprehensive and well worded responses earn more points.

### **Important Dates**

Change of schedule or late registration: January 17-20, 2023.

Deadline to file for May graduation: February 20, 2023.

Last Day to drop with a grade of "W": 4:00 p.m., March 27, 2023.

Drops after this date will receive a grade of "F".

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.

### **Attendance**

Students are expected to log in on a regular basis for all 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 on a daily basis. The instructor must give the student a verbal or written warning prior to 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.

### **Student Honor Creed**

As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

As students at MSU, we recognize that any great society must be composed of empowered, responsible citizens. We also recognize universities play an important role in helping mold these responsible citizens. We believe students themselves play an important part in developing responsible citizenship by maintaining a community where integrity and honorable character are the norm, not the exception. Thus, we, the students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters.

We consider it dishonest to ask for, give, or receive help in examinations or quizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student.

We expect of ourselves academic integrity, personal professionalism, and ethical character. We appreciate steps taken by University officials to protect the honor of the University against any who would disgrace the MSU student body by violating the spirit of this creed.

Written and adopted by the 2002-2003 MSU Student Senate.

### **Cheating/Plagiarism/Academic Dishonesty:**

"Plagiarism" includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

### **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 classroom a safe environment.

### **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).

## **Disability Support Services**

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disability. This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: "No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity." The Director of Disability Support Services serves as the ADA Coordinator and may be contacted at (940) 397-4140, TDD (940) 397-4515, or 3410 Taft Blvd., Clark Student Center 168.

## **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 prohibits 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 Statement**

Senate Bill 11 Handgun Policy - 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 licensed concealed carry are appropriately marked, in accordance with state law (Penal Code 30.06 signage). Please note, open carry of handguns, whether licensed or not, and the carrying of all other firearms (rifles, shotguns, etc.), whether open or concealed, are prohibited on campus. For more

information regarding campus carry, please refer to the University's webpage at: Campus Carry.

### **Grade Appeal Process**

Students who wish to appeal a grade should consult the Midwestern State University [undergraduate catalog](#).

### Extra Credit

There may, or may not be, opportunities to earn extra credit in this course. Do not count on extra credit for this course. If it is available, you will be informed by your instructor.

### Late Work

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

### Make Up 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 project.

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

### **Instructor General Class Policies**

#### Course Format

The course combines lectures (via slide decks), readings, applied exercises and examinations as indicated.

#### Grading and Feedback:

Most course activities will be graded one week after the set due date on an absolute scale. If there is any discrepancy in the grade, you must contact the instructor immediately. The instructor will provide individual feedback or general feedback in the performance of the course activity.

#### General Classroom Culture

Because positive learning environment facilitates learning outcomes, each student is expected to exhibit courteous and positive learning behaviors. There is no tolerance for disruptive behaviors.

### Course Incomplete

A student is expected to complete the 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. Any student that is granted an “incomplete” must complete the course within 30 days of the beginning of the next long semester or the incomplete grade will become an F.

### **Course Schedule**

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of MSU Texas to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

<b>Date</b>	<b>Chapter / Topic</b>	<b>Notes</b>
Week 1 (1/17 – 1/21)	Chapter 1 - Consumer Behavior & Technology	Review Syllabus Review Week 1 Slides
Week 2 (1/22 – 1/28)	Chapter 2 - Market Segmentation	Review Week 2 Slides Homework #1 Due
Week 3 (1/29 – 2/4)	Chapter 3 - Consumer Motivation	Review Week 3 Slides Read Blog and View Video Homework #2 Due
Week 4 (2/5 – 2/11)	Chapter 4 & 5 - Consumer Perception, Positioning & Learning	Review Week 4 Slides Read Herschend Case Study Review Prizm Segment Narratives Project #1 Due
Week 5 (2/12 – 2/18)	Exam	Exam 1
Week 6 (2/19 – 2/25)	Chapter 6 - Consumer Attitude Formation	Review Week 6 Slides Homework #3 Due
Week 7 (2/26 – 3/4)	Chapter 7 - Persuading Customers	Review Week 7 Slides Homework #4 Due
Week 8 (3/5 – 3/11)	Chapter 8 & 9 - Forms of Advertising, Reference Groups & Word-of-Mouth	Review Week 8 Slides Project #2 Due
Week 9 (3/12 – 3/18)	Exam	Exam 2
Week 10 (3/19 – 3/25)	Chapter 10 - The Family	Review Week 10 Slides Homework #5 Due
Week 11 (3/26 – 4/1)	Chapter 11 - Cultural Values	Review Week 11 Slides Homework #6 Due
Week 12 (4/2 – 4/8)	Chapter 12 - Subcultures	Review Week 12 Slides Project #3 Due
Week 13 (4/9 – 4/15)	Chapter 13 - Cross-Cultural Consumer Behavior	Review Week 13 Slides Homework #7 Due
Week 14 (4/16 – 4/22)	Chapter 14 - Consumer Decision Making	Review Week 14 Slides
Week 15 (4/23 – 4/29)	Chapter 15 & 16 - Ethics and Consumer Research	Review Week 15 & 16 Slides
Week 16 (4/30 – 5/5)	Final Exam (4/30 - 5/5)	Exam 3