

Consumer Behavior; MRKT 3315.001; Spring, 2020

1. Instructor: Lili Gai, Ph D

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Office Room #: MB 2254

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- Emails will be responded to in 24 hours, but there could be a delay during the weekends, or holidays.

2. Classroom/Office Hours:

Room #: MB 3269

Class Meeting Time: M/W, 11:00 a.m. -- 12:15 p.m.

Office Hours:

Monday: 3:00 p.m. – 5:00 p.m.
Wednesday/Friday 10:00 a.m. – 12:00 p.m.
Or by appointment via email at gai_l@utpb.edu.

On occasions, university business, or some personal engagement will prevent office hours from being kept. I will notify in advance, if at all possible, of such occasions. Additional hours can be made available with appointment.

3. Prerequisites:

Principles of Marketing, MRKT 3300 or equivalent. If you have registered for the class without the prerequisites, you may be administratively dropped from the class.

4. Text book:

David L. Mothersbaugh & Hawkins, Del I. and (2020), Consumer Behavior: Building Marketing Strategy, 14th Edition, New Jersey: McGraw-Hill/Irwin.
ISBN: 978-1-260-15819-9 (Loose-Leaf Edition)
ISBN: 978-1-260-10004-4 (Bounded Edition)

5. Philosophy and Goals:

- a. The major objective of this course is to introduce the concepts of Consumer Behavior from a marketer's perspective.
- b. The course will present these concepts from a practitioner's perspective, intending to help develop skills that may be used by a marketing professional in an ever-changing economy.

6. Learning Objectives:

- A clear and holistic understanding of the consumer behavior and decision making
- Apply Consumer Behavior principles to Marketing Strategy
- Determine how to segment the market
- Learn the research methods for consumer behavior, to be able to measure consumer attitudes
- To understand psychological processes related to consumption and consumer behavior
- To understand consumer information processing and its role in decision making
- Learn the usage of demographics in marketing and consumer behavior

Knowledge of the different components of a consumer behavior process including acquisition, usage, and disposal of goods and services.

A clear understanding of the application of the consumer behavior process through a research paper with focus on **skill development**. The paper will expect you to do a qualitative research to be able to draw meaningful conclusions with regard to consumer behavior.

7. Students Responsibility:

- a. You should always be in class. In the event real situations emerge that make this impossible, you will handle these crisis in a mature manner and inform the instructor of the situation - in advance when possible.
- b. You will always “be up” on your reading assignments. A real good method for reading mastery is to read and outline the chapter material. Whenever any assignment is due that may result in something to be turned in, it is due that day. It may be the subject of class discussion on that date, but it will be completed in a typed/word processed format (handwritten material will not be acceptable) to be turned in at the beginning of class.
- c. You should make a copy for yourself to aid in any discussion of the assignment. In the event you are way off base, I may be persuaded to allow you to rewrite any such assignment (for somewhat reduced credit). However, this option will not exist if I detect that you just “blew off” the assignment.
- d. You will be expected to participate in discussions carried on in the classroom.
- e. You will be treated as professionally as possible by both the instructor and your classmate. You will be expected to reciprocate fully - regardless of stresses such as exams in other class. Time spent in this class will be spent on this class. No exceptions. This means no studying, homework, etc. pertaining to other courses.

8. Classroom Policy

- a. The format of this class is based in active participation. The students should be prepared for class, and are encouraged to ask as many relevant questions to enhance their understanding of the course materials.

Please make sure you are active on the Canvas/UTPB email etc. for information and updates.

c. As a minimum courtesy to the instructor and other students all cellular phones and beepers should be turned off or on vibrate mode at all times during the class pe You may leave the class to take important calls. If you don't return you will lose attendance for that day. If you make this a habit, it may warrant disciplinary action.

d. You are not allowed to use laptops or any other form of electronic gadget in c

Otherwise I will ask the student to leave the classroom for the remaining class time.

9. Exam Policy and Submissions

a. Please make a note of the exam dates and time mentioned in the syllabus

b. All written work must be submitted on the due date as a hard copy. Use font size 12 in Times Roman New or Arial and single spaced paragraphs. Use this as a learning experience. No page limit. All assignments should be complete in all respects to be considered for a full grade.

10. Attendance and Absence Policy:

- Attendance will be taken at the beginning of every class. Students should be on time for classes.
- There is a grade for attendance. If you are absent for an **in-class activity**, you will NOT be able to make it up, unless you produce a document e.g. medical /doctor's note which justifies your absence.
- Each one of you will start with 100 points for attendance. Each unexcused absent will cost 8 points.

11. Drop Policy:

- If you feel that you will be unable to fulfill the requirements of the course successfully, it is your responsibility to arrange to drop yourself from the class.
- If you fail to do so in time, you will be assigned the grade earned at the end of the class.

12. Academic Honesty:

- I will try to maintain an environment free of academic dishonesty and shall expect you to do the same.
- Students are expected to do their own work. Falsifying data, cheating, copying other's work and/or intentional misrepresentation of facts is dysfunctional behavior and serious breach of ethics.
- Students who violate these rules of ethics will face disciplinary action and grade penalty. Plagiarism: You may also like to educate yourself on different aspects of plagiarism using the internet and other sources. Plagiarism is a serious offence, and may lead to a reduction of grade.

13. Americans with Disabilities Act:

- Students with disabilities that are admitted to The University of Texas of the Permian Basin may request reasonable accommodations and classroom modifications as addressed under Section 504/ADA regulations.
- Students needing assistance because of a disability must contact Dr. Efren D. Castro, Director, Programs Assisting Student Study (PASS) Office, 552-2630, no later than 30 days prior to the start of the semester.
- The definition of a disability for purposes of ADA is available with the PASS Office.

14. Performance Measures:

The total points will be made up as follows:

• Exam I, Chapter 1-7;	50 questions; 60mins	100 pts
• Exam II, Chapter 9-12	50 questions; 60mins	100 pts
• Exam III, Chapters 13-20;	50 questions; 60mins	100 pts
• Online Assignments 2*50		100 pts
• Attendance		100 pts
• Group Project		300 pts
○ Topic Proposal	20 pts	
○ Part B Check Point	20 pts	
○ Part B Written Report	75 pts	
○ Part B PPT Presentation	30 pts	
○ Part C	75 pts	
○ Presentation	50 pts	
○ Peer Evaluation	30 pts	

Total Points

800 points

The final grade will be determined on a 1000-point scale. Each grade will be weighted according to the points listed above.

719.5 points or better (90% or above)	= A
639.5 to 719 points (80% - 89%)	= B
559.5 to 639 points (70% - 79%)	= C
480 to 540 points (60% - 69%)	= D
Less than 480 (below 60%)	= F

Peer Evaluation

Each team member is required to submit a peer rating form. This form is to contain an evaluation of each team member, with the exception of you. The form will be kept in strict confidence. In the space provided below, please fill in the names of your team members and record your peer rating for each. The form should be signed and returned to the faculty member.

The peer rating is based on a total awardable point base of 30 points for each team member other than yourself. If you do not allocate any rating to a member of your team we will understand that means 0. You should award the 30 points to each of your team member based on a consideration of the following:

- Willingness of the individuals to carry out jobs assigned (6 points)
- Ability of the individual to meet deadlines (6 points)
- Cooperation with the other team members (6 points)
- Quality of the individual's work (6 points)
- Individual's overall contribution to jobs required (6 points)

Team Member Names

Points Awarded/30

1		
2		
3		
4		
5		

Signature: _____

Team Name / Team Number: _____

MRKT 3315 Consumer Behavior Spring 2020 Tentative Schedule

The syllabus/schedule may be changed during the semester to increase learning efficiency/effectiveness.

DATE	IN CLASS ACTIVITY/DISCUSSION	IMPORTANT DATES
01/13	Course Introduction / Syllabus Discussion	Chapter 1/Group formation
UNIT ONE: EXTERNAL INFLUENCES		
01/15	Consumer Behavior & Marketing Strategy	Topic is chosen
01/20	<i>MLK Day – No In-class Meeting</i>	
01/22	Consumer Behavior & Marketing Strategy, cont.	Topic Approval
01/27	Culture Variations	Chapter 2
01/29	Values	Chapter 3
02/03	Demographics & Social Stratification	Chapter 4
02/05	Subcultures	Chapter 5
02/10	Families & Households	Chapter 6
02/12	Group Influences	Chapter 7
02/17	<i>In-Class Activity Day/Project Working Day</i>	
02/19	<i>Online Assignment 1</i>	<i>Exam I, Ch. 1-7</i>
UNIT TWO: INTERNAL INFLUENCES		
02/24	Perception	Chapter 8
02/26	Learning, Memory & Product Positioning	Chapter 9
03/02	Motivation	Chapter 10
03/04	Emotion	Chapter 10, cont.
03/16	<i>Online Assignment 2</i>	
	<i>Spring Break</i>	
03/18	Attitude & Influencing Attitudes	Chapter 11
03/23	Self-Concept & Lifestyle	Chapter 12
03/25	<i>Online Exam II (Chapters 8-12)</i>	
UNIT THREE: DECISION-MAKING PROCESSES		
03/30	Situation Influences	<i>Chapter 13</i>
04/01	Consumer Decision Making Process & Problem Recognition	Chapter 14
04/06	Information Search/Alternative evaluation & Selection	Chapter 15&16
04/08	Purchase	Chapter 17
04/13	Post-purchase, Consumer Satisfaction & Customer Commitment	Chapter 18
04/15	Organizational Buying Behavior	Chapter 19
04/20	Marketing Regulation and Consumer Behavior	Chapter 20
04/22	<i>Online Exam III</i>	<i>Ch. 13-20</i>
04/27	Project Working Day (In-Class)	
04/29	Project Presentation	Presentation Due, all groups