SYLLABUS- Fall Semester, 2017

Marketing 355.001- Consumer Behavior, 3 Credit hours
MW 11:00am- 12:15pm, Room BU 477
Department of Management, and Marketing

Note: This syllabus is provided to you as a guide for the class content and expectations this semester. It is not a contract, and is subject to change as necessary.

Course Description: Behavior of consumer and influences on buyer behavior; consumption patterns; implications for marketing research and decisions.

Prerequisite: Marketing 351 (Principles of Marketing)

Professor: Dr. Larry O'Neal

Office: 403K, McGee Business Building, Phone: (936) 468-4103, e-mail: loneal@sfasu.edu

Office Hours: Tentative: MW 10:00- 11:00am, and MW 3:45- 4:45pm, also, TR 10:00-11:00am, and TR 1:45- 3:45pm, or by appointment.

Course Accommodations: Students with Disabilities- To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Course Objectives: The basic concepts of the fields of human behavior studies, such as Psychology & Sociology, will be covered and used to explain the how and why of individual buyer behavior. Ways to use these basic concepts in business and marketing strategy, segmentation, and promotion will be covered. The ultimate goal will be to show how individual buying behavior can be influenced and perhaps changed by the business firm.

Student Learning Outcomes: 1. Identify the basic terms and concepts within the fields of human behavior studies (such as Psychology and Sociology) as well as the terms and concepts within the field of Marketing that are significant in understanding the field of Consumer Behavior, to be measured by performance on examinations.
2. Understand the ideas and reasoning that underlie these concepts, to be measured by performance on examinations.
3. Demonstrate how to apply and use these concepts in Marketing and/or business situations, to be measured by performance on examinations and on the term project.
4. Demonstrate preparation for entry into higher-level courses in Marketing, or entry into a career in Marketing, to be measured by overall performance in meeting the course’s requirements.

**Textbook:**

**Attendance and Professional Points:**
You are to attend all class meetings in accordance with the policies of this University. Attendance at all scheduled exams is mandatory. Regular attendance is expected at all classes, and arrive on time or before class begins. 10% of your total grade will be class attendance and professional conduct. Professional points consist of your total approach to this class, conducting yourself professionally in class, including class discussion, answering questions in class, along with your conduct and participation on your team term project, etc.

**Professional points (10% of total final grade)**

1. **Attendance**- points off for each class missed after two missed classes, or missing major exam without excused absence, points off.
2. **Class discussion**- points added for each good or excellent (gold star) answer to questions answered in class, or your extra outstanding contribution to class discussion.
3. **Team Term Project**- missed meetings, not being prepared for team meetings, not completing your share of work, points off for each instance. **Each student must complete peer evaluations.**
4. **Special Extra Effort**- assistance to, or working well with, professor, speaker, other students, or SFA- both in and out of the class room, as long as it is in some way related to our class, and/or helping SFA. This includes attending for outside speakers, attending any Class Field Trip or any other Outside Class Events, volunteering for Showcase Saturday, Career Fair, Marketing Week, etc., add points for each outstanding instance.

**Evaluation:**
Your final grade will be based on your scores for three major exams, a term project and class participation:

- Major Exams (3) (225 points each) (all equal weight)
- Term Project (225 points) (all the above) = 900 points
- Professional Points (attendance, participation, etc.) = 100 points

Total = 1,000 points

**Final Grade:**
The final grade will be determined strictly on this basis:
- A = 89.50% to 100% of perfect total score
- B = 79.50% to 89.49% of perfect total score
- C = 69.50% to 79.49% of perfect total score
- D = 59.50% to 69.49% of perfect total score
- F = below 59.5% of perfect total score
Curve Policy: If the class average on an Exam falls below 75%, then all raw scores will be raised so the class average will become 75%. For example, if the raw score class average is 67%, then 8 points would be added to each individual raw score (in that particular situation).

Exam Style: All exams consist of multiple choice and short answer essay questions. The only exception will be the special make-up exam, which may be essay or objective in format.

Academic Misconduct: This class will follow official University Policy with regards to academic misconduct. For example, cheating on exams, or turning in papers that are not your own work, will not be tolerated. For example, if you copy someone else's work you will receive a grade of zero for that assignment and be subject to other penalties.

Final Exam: The final exam will cover the last section of course material. It will be given at the regularly scheduled time during Final Exam week.

Make-Up Exam: A make-up exam will be given only when the student can show proof of an absence from the scheduled exam that can be excused under University Policy. If a student misses a regular exam and has an excused absence, one special make-up exam will be given just before the end of the semester. Any make-up exam may be essay or objective in format. According to University Policy it is the student's responsibility to contact your professor as soon as possible if you will be absent from any exam.

Your Team Term Project (Library Research Report)
Your team term project report (10-20 pages double spaced) will largely be written in your own words. You may, on occasion, give exact quotations of other authors (such as an exact definition). Additional handouts will be given to assist you with your written report. Students will be required to form teams of 2-3 people in order to gather background data (secondary data) from the Library and the Web in order to explain and clarify a particular topic, or field of study, within Consumer Behavior. A Consumer Behavior topic will be assigned to each team. You must use Journal of Marketing style to write your report. Sign-ups for teams will begin early in the semester. Your completed reports will be turned to your professor on or before the date due. Final Reports may be turned in during class, or to my office, or my office mail box, or the MMIB office, before 5 pm on the date due. Late assignments will be penalized, 10 points off for each day late. Your Team Final Term Project Report will be bound, in hard copy format.

Grading Your Term Project:
**Final Term Project Report** - due by Wednesday, Nov. 1, by 5pm. (You may turn it in before the deadline). Please see, and learn, the detailed requirements for your Final Term Project below:

**Detailed Requirements for Final Term Project** - Your Final Term Project Report will be turned in as bound, hard copy format, and will be graded based on these 8 requirements:
1) **Style**: use Journal of Marketing style, with excellent organization, grammar, spelling, appearance, etc. 2) **Definition**: include a definition and explanation of your topic on the first page.
of your report, and cite your source for the definition, both in your written report and on your references or bibliography page. 3) **Body**- Anywhere from about 5 to 19 pages in length. Include in the written body of your report information you have found about your topic that creates a full and detailed explanation of your topic. Your professor will be looking for important information about your topic (see #5 below) in the body of your report that fully explains and clarifies your topic. 4) **Research Studies**- find at least two Research Studies and summarize in your own words, (see explanation in paragraph above). 5) **Marketing Applications**- include at least two Marketing Application examples (new advertisements, or 2 new products, etc., that you create and briefly explain why they are effective, 6) **References**- have at least 12 sources (at least 6 sources not originally published on the web) cited within your Final Report, and on your References page, or Bibliography page. Sources not originally published on the web include books and current periodicals such as journal, magazine, or newspaper articles, 7) **Appendix**- attach complete copies of at least 2, or more, published current periodical articles, including at least 2 current periodical articles that are Research Studies, related to your topic, in the back of your report (or Appendix) cite them within your report, and on your References page, or Bibliography page. Each attached complete current periodical article must be longer than one page, 8) **Peer Evaluation**- your peer evaluation form must be completed and given to your professor, before a grade will be given. You must rate and rank yourself as well as your teammates on your peer evaluation form.

* **Required Research Studies**- Summarize at least two Research Studies that are related to your topic. My brief explanation of a Research Study (or survey)- A Research Study (or survey) is a scientific survey of human beings, or business practices, done in order to gather information or data to help managers make decisions. In Marketing, or Business, a Research Study is often called a customer survey or a random survey of people or customers, or it may be a survey of business practices. In your Final Report you are required to summarize the findings of at least two Research Studies (surveys) and cite them in your report and on your References page, and include complete copies of them in your Appendix. For example, in your summary of a Research Study you should explain: Who (or what) was surveyed? What was the purpose of the survey? What were the findings or results of the survey (conclusion)? Also, place complete paper copies for at least two entire articles, and/or for at least two Research Studies (surveys) in your Appendix, at the back of your Final Report.
Rusche College of Business
Syllabus Addendum

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one's own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one's paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at http://www.sfasu.edu/policies/student_academic_dishonesty.pdf

Course Grades (University Policy 5.5)
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at http://www.sfasu.edu/policies/course-grades.pdf.

Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Conduct (University Policy 10.4)
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf.) Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/ inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

August 19, 2014
Tentative Schedule, Marketing 355.001, Consumer Behavior, Fall Semester, 2017
MW 11:00am-12:15pm, Room BU 477

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<thead>
<tr>
<th>WEEK</th>
<th>DATES</th>
<th>CHAPTER/ASSIGNMENTS</th>
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<tbody>
<tr>
<td>1</td>
<td>Aug. 28 &amp; 30</td>
<td>Ch. 1- Introduction</td>
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<td>2</td>
<td>Sept. 4 &amp; 6</td>
<td>Ch. 16- Consumer Research</td>
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<td>3</td>
<td>Sept. 11 &amp; 13</td>
<td>Ch. 2- Segmentation</td>
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<td>4</td>
<td>Sept. 18 &amp; 20</td>
<td>Ch. 3- Consumer Needs (Motivation)</td>
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<td><em>Wednesday, Sept. 20, Term Projects Assigned</em></td>
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<td>5</td>
<td>Sept. 25 &amp; 27</td>
<td>Ch. 3- Consumer Needs (Motivation)</td>
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<td>6</td>
<td>Oct. 2 &amp; 4</td>
<td>Ch. 6- Consumer Attitudes</td>
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<td>7</td>
<td>Oct. 9 &amp; 11</td>
<td>Ch. 6- Consumer Attitudes</td>
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<td>8</td>
<td>Oct. 16 &amp; 18</td>
<td>Review and Exam</td>
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<td><em>Wednesday, Oct. 18, First Exam, Ch. 1, 16, 2, 3, &amp; 6</em></td>
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<td>9</td>
<td>Oct. 23 &amp; 25</td>
<td>Human Behavior Models</td>
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<td>10</td>
<td>Oct 30 &amp; Nov 1</td>
<td>Ch. 5- Consumer Learning</td>
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<td><em>Wednesday, Nov. 1, by 5 pm, Term Project due</em></td>
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<td>11</td>
<td>Nov. 6 &amp; 8</td>
<td>Ch. 4- Consumer Perception</td>
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<td>12</td>
<td>Nov. 13 &amp; 15</td>
<td>Ch. 4- Consumer Perception, Review &amp; Exam</td>
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<td><em>Wednesday, Nov. 15, Second Exam, Ch. 4, 5 &amp; Human Behavior Models</em></td>
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<td>13</td>
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<td><em>Saturday, Nov. 18 through Sunday, Nov. 26, Thanksgiving Holiday, No Classes</em></td>
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<td>14</td>
<td>Nov. 27 &amp; 29</td>
<td>Ch. 10- Culture, Ch. 11- Family &amp; Ch. 1- Review</td>
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<td>15</td>
<td>Dec. 4 &amp; 6</td>
<td>Dead week: Continue review for Final Exam</td>
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<td>16</td>
<td>Dec. 11-15</td>
<td>Final Exam Week</td>
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<td>Required Final Exam, Ch.10, 11 &amp; 1</td>
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<td><em>Required Final Exam, time= Monday, Dec. 11, 10:30am-12:30pm</em></td>
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Sign and Return the Following Certification

I certify that I have received a copy of the course syllabus for MKT 355.001 (MW 11am-12:15pm), for the Fall Semester, 2017. I have read and understand all of the Course Syllabus, and I further certify that I have met all the prerequisites as listed in the Course Syllabus.

Signature: ____________________________ Date: ____________________________

Printed Name: _________________________

Email address: _________________________ Phone: _________________________
Sign and Return the Following Certification

I certify that I have received a copy of the Course Syllabus for MKT 355.002 (MW 2:30-3:45pm), for the Fall Semester, 2017. I have read and understand all of the Course Syllabus, and I further certify that I have met all the prerequisites as listed in the Course Syllabus.

Signature: _________________________________ Date: ________________________________

Printed Name: ________________________________

Email address: ________________________________ Phone: ________________________________

Sign and Return the Following Certification

I certify that I have received a copy of the Course Syllabus for MKT 355.002 (MW 2:30-3:45pm), for the Fall Semester, 2017. I have read and understand all of the Course Syllabus, and I further certify that I have met all the prerequisites as listed in the Course Syllabus.

Signature: _________________________________ Date: ________________________________

Printed Name: ________________________________

Email address: ________________________________ Phone: ________________________________

Sign and Return the Following Certification

I certify that I have received a copy of the Course Syllabus for MKT 355.002 (MW 2:30-3:45pm), for the Fall Semester, 2017. I have read and understand all of the Course Syllabus, and I further certify that I have met all the prerequisites as listed in the Course Syllabus.

Signature: _________________________________ Date: ________________________________

Printed Name: ________________________________

Email address: ________________________________ Phone: ________________________________