**Stephen F. Austin State University**
**Nelson Rusche College of Business**
**MKTG 3355 (Formerly known as MKT 355)**
**Consumer Behavior**
**Fall 2020**

**COURSE:** Consumer Behavior  MKTG 3355 (formerly known as MKT 355)

**CLASS TIME:** The class will be run on a weekly base. **All the class materials will be posted on Monday with most activities due on Sunday at 10:00pm.**

We will have live class via zoom during these two dates:
- September 2nd Wednesday 11am-12:15pm Section 600
  2:30pm-3:45pm Section 601
- September 7th Monday 11am-12:15pm Section 600
  2:30pm-3:45pm Section 601

I will also conduct a pool during the semester to see whether more zoom sections should be scheduled.

**TEXTBOOK:** *Consumer Behavior: Buying, Having, Being* by Michael R. Solomon.
Available online and in the university bookstore. ISBN-13:978-0135226018. Pearson Mylab access, which includes an ebook, is required for this course.

**READINGS:** Additional readings may be required. Additional readings will be provided.

**PROFESSOR:** Dr. Wenjing Li (Marketing and Management)
Office: 403P
Email (preferred): liw1@sfasu.edu

**OFFICE HOURS:** Tuesday & Wednesday 1-4:30pm; Thursday 1-4pm
Tuesday office hour link: https://sfasu.zoom.us/j/92927186285?pwd=VERxU0o3OFZqelNBN0xadEgxTTVuZz09
Wednesday office hour link: https://sfasu.zoom.us/j/93718833671?pwd=cEdnTkRlTXBuQjJLT1VuM3RPSnB3dz09

I would recommend you email me first to schedule a meeting during my office hour so I can be better prepared to help you. Available every day, including weekends, by email.

D2L: https://d2l.sfasu.edu/

You are responsible for all announcements and materials presented on this web page, so you must check it regularly. Your course grades will be posted here. If you do not have access to our class D2L page for any reason, you must contact me.

Student Requirements:

Technology: Reliable high speed Internet access is required. Login through Brightspace (D2L) system at SFA (d2l.sfasu.edu). Web camera.

SFASU email account: In order to access mySFA for class email and communication.

Prerequisite: Junior standing

COURSE DESCRIPTION

The course introduces students to consumer behavior in a marketing context. Theories from consumer research, psychology, economics, and other social sciences will be covered to provide the necessary background to address the central questions of the course: How and why do consumers engage in marketing exchanges? To answer this central question, this course will explore how the fundamental concepts of affective, cognitive, and behavioral responses influences consumers’ decision-making processes.

- Affective responses – moods, feelings, and emotions
- Cognitive responses – thoughts and analytical processes
- Behavioral responses – actions, such as trying, buying, and communicating

The format of class will include both lecture and in-class activities. Class requirements include reading assigned chapters before coming to class and participation in both lecture and in-class activities.

COURSE GOALS AND STUDENT LEARNING OBJECTIVES

Upon completion of this course, students will be able:
1. To identify the major concepts to logically analyze consumer behavior in a marketing planning context.

2. Develop an understanding of various marketing segments’ points of view to create a marketing mix to communicate value to consumers using factors that affect consumer decisions.

3. To develop an accurate understanding of consumer decision making processes related to marketing management and public policy to solve marketing problems related to consumer behavior.

4. To provide useful techniques and tools (survey software and statistical programs) for analyzing relevant consumer behavior information.

5. Clearly communicate your analysis of marketing information to generate conclusions and update or create a marketing mix.

CLASS PARTICIPATION

The professor will send out all the class announcements and post all the class materials on brightspace. This class will be run on a weekly base. All the class materials for that week will be posted on Monday with most activities due on Sunday at 10:00pm. You are expected to regularly log into D2L to read the posted class materials regularly. All the assignments have to be turned in on time. In this class, students need to spend at least 2 hours to finish reading the textbook and online materials posted on D2L. Students have significant weekly reading assignments to prepare for various class activities, are expected to take quizzes and exams, are required to do the lab and field activities, and are required conduct a project. These activities average at a minimum 6 hours of work each week to prepare outside of classroom hours.

ZOOM EXPECTATION

When joining a class via ZOOM keep your camera on and...
• Dress and appear just as you would if attending class in person.
• Behave while Zooming as if sitting in a traditional classroom.
• Select a location that is a quiet room free of distractions (for yourself and others).
• Avoid public spaces with customers milling in the background, road noises, etc.
• Avoid using distracting virtual backgrounds (I will be the judge of distracting).
• It is better to mute your microphone when not speaking, however please try to avoid or eliminate background disruptions:
  ✅ Pets
  ✅ Children
  ✅ Roommates
  ✅ TV
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

### 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 to aid in achieving a better grade on a component of a class; (2) the falsification or invention 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 your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been
purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

WITHHELD GRADES SEMESTER GRADES POLICY (A-54)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, 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. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

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/.

GRADING

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<th>Task</th>
<th>Possible Points</th>
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<td>Introduce Yourself Discussion</td>
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<td>Exam 1</td>
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<td>Exam 2</td>
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<td>Class Activities</td>
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<td><strong>TOTAL</strong></td>
<td><strong>610</strong></td>
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</table>

Final grades earned as follows:

“A” 90-100%
“B” 80-89.99%
“C” 70-79.99%
“D” 60-69.99%


**Introduce yourself Discussion**

Each student posts a discussion on the “Introduce Yourself Discussion Board” via D2L to briefly introduce yourself. Please include the following information with a picture of you:

1. Your hometown
2. Your standing and major at SFA
3. A unique or fun fact that you think won't be true for anyone else in the course.
4. Things about you that you want me to know
5. Your favorite brands

**Exams**

The exam will be administered through D2L. The exams will be timed and grades made available to students. Exams consist of multiple-choice questions with certain amount of time allowed to complete each exam. Questions will be taken from chapters in the textbook, Powerpoint notes, Pearson MyLab practice activities, and online D2L content.

**Make-up Exams**

In the event of a documented excused absence, as governed by university policy, you may complete a scheduled course exam up to one week before or after the exam date. It is your responsibility to provide the necessary documentation and to schedule the exam with your instructor within the +/- one-week time frame. In addition, students will not be permitted to make-up more than one exam.

**Exam Sample Questions Assignments**

Exam sample question assignments will be given before the exam to help you study and prepare for the exams.

**Project**

This project provides an opportunity for students to apply the knowledge gained from this course to understand specific behaviors that consumers engage in. In this project, each student will pick an offering (a product, service or a particular brand) that is likely to have complex meaning for consumers. For example, many consumers have complex feelings about Coke. It’s part of American culture. Many consumers have positive nostalgic feelings toward this drink. However, at the same time they may feel it is unhealthy to drink it. You will use the knowledge and research method learned from this course to understand how consumers make their purchase decisions of this offering and how firms are trying to influences consumers purchase decision of this offering. 

*Please refer to the project handout for more instruction and guidance.*
Lab and Field Activities

For some topics, there will be lab and field activities. You will complete one or several activities that related to that topic. These activities are specifically designed to help you understand the concepts and apply them and see how these concepts can be used in you daily life.

Quizzes

There will be quizzes administered on D2L. Questions will be multiple choice. You will have 2 attempts for each quiz.

Class Activities

There will be class activities for each topic. The class activities will be posted in the module for that week on D2L. Each class activity will provide you instruction for completing that activity.

Pearson Mylab Practice Exercises

There will be Mylab practice exercise for each topic. These exercises will not be graded. However, they will help you prepare for the quizzes and exams. Some Quiz and Exam questions will directly come from there.

Late Work

If you have an excused absence or are having trouble completing an assignment on time, please talk with me well before the due date (i.e., NOT at the last minute). Late assignments will be graded zero. It may be accepted given proper documentation (up to instructor’s discretion) however will automatically lose 25% credit every 24 hrs.

The tentative class schedule is displayed on the following page:
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<th>Book Chapter(s)</th>
<th>Topic</th>
<th>Notes</th>
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<td>Week 1: 8/24 – 8/30</td>
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<td>Welcome and Overview</td>
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<tr>
<td>Week 2: 8/31 - 9/6</td>
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<td>Perception</td>
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<td>Week 3: 9/7 - 9/13</td>
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<td>Week 4: 9/14 - 9/20</td>
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<td>Learning</td>
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<td>Week 5: 9/21 - 9/27</td>
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<td>Memory</td>
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<tr>
<td>Week 6: 9/28-10/4</td>
<td>5 &amp; 8</td>
<td>Motivation, Personality, and Attitude</td>
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<td>Week 7: 10/5-10/11</td>
<td>8</td>
<td>Social Influence</td>
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<td>Week 8: 10/12-10/18</td>
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<td>Social Influence Lab and Field Activities</td>
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<tr>
<td>Week 9:10/19-10/25</td>
<td></td>
<td>Project Presentation Part 1</td>
<td>Exam 1 (Perception; Learning; Memory; and Motivation, Personality, and Attitude); It will be available on Oct 25th from 8am-10pm.</td>
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<tr>
<td>Week 10:10/26-11/1</td>
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<td>Social Class</td>
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<td>Week 11:11/2-11/8</td>
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<td>Consumer Research</td>
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<td>Week 12: 11/9-11/15</td>
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<td>Consumer Decision Making; Consumer Decision Heuristics</td>
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<td>Week 13: 11/16-11/22</td>
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<td>Consumer Research &amp; Consumer Decision Making Lab and Field Activities</td>
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<td>Week 14: 11/23-11/29</td>
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<td>Thanksgiving Breaks (Enjoy)</td>
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<td>Week 15: 11/30-12/6</td>
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<td>Project Presentation Part 2</td>
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<tr>
<td>12/07 week exam</td>
<td></td>
<td>Exam 2 (Social Influence; Consumer Decision Making; Consumer Decision Heuristics; Social Class; Consumer Research 5);</td>
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