Stephen F. Austin State University  
Nelson Rusche College of Business  
MKT 355-916  
Consumer Behavior  
Summer II 2020

COURSE: Consumer Behavior (MKT 355-916)


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: By appointment

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.

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. All the class materials will be posted on Tuesday with most activities due on Wednesday the week after at 11:00pm. 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.

**ACADEMIC INTEGRITY (A-9.1)**

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

<table>
<thead>
<tr>
<th>Task</th>
<th>Possible Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Introduction Video</td>
<td>10</td>
</tr>
<tr>
<td>Exam 1</td>
<td>100</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
</tr>
<tr>
<td>Exam 3</td>
<td>100</td>
</tr>
<tr>
<td>Exam Sample Questions Assignments</td>
<td>30</td>
</tr>
<tr>
<td>Quizzes</td>
<td>80</td>
</tr>
<tr>
<td>Class Activities</td>
<td>80</td>
</tr>
<tr>
<td>TOTAL</td>
<td>500*</td>
</tr>
</tbody>
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Final grades earned as follows:

“A” 90-100%

“B” 80-89.99%
“C”  70-79.99%
“D”  60-69.99%
“F”  < 60%

Self-Introduction Video

Each student submits a short video (2-3 mins) via dropbox on D2L to briefly introduce yourself. Please include the following information:
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.

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.

Quizzes

There will be quizzes administered every week on D2L. Questions will be multiple choice. You will have 3 attempts for each quiz.
Class Activities

There will be class activities every week. 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.

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:
**TENTATIVE COURSE SCHEDULE**

<table>
<thead>
<tr>
<th>Week of</th>
<th>Class Content</th>
<th>Other Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/07-7/15</td>
<td>Chapter 3 and 4: Perception; Learning;</td>
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</tr>
<tr>
<td>7/14-7/22</td>
<td>Chapter 5, 7, and 8 Motivation, Personality, and Attitude; Social Influence;</td>
<td>Exam 1 (Perception and Learning)</td>
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<tr>
<td>7/21-7/29</td>
<td>Chapter 9: Consumer Decision Making; Consumer Decision Heuristics</td>
<td>Exam 2 (Motivation, Personality, and Attitude; Social Influence)</td>
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<td>7/28-8/05</td>
<td>Chapter 12: Social Class; Consumer Research</td>
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<tr>
<td>8/07</td>
<td>Exam 3 (Consumer Decision Making; Consumer Decision Heuristics; Social Class; Consumer Research)</td>
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**Subject to change as announced in class or on the class website. Additional readings may be required.**