COURSE: Consumer Behavior (MKTG 3355-600)
MTWR 12:00 PM - 1:40 PM (BUSI 458)

INSTRUCTIONAL METHOD: Livestream & Face-to-Face (If less than 5 students regularly attend the class face to face, this class will be moved to livestream.)

ZOOM LINK: https://sfasu.zoom.us/j/95058863464?pwd=dXRxY294VDBiL0ErcTR3UTZtNlEvZz09

ZOOM MEETING ID: 950 5886 3464: Passcode 260408


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

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

OFFICE HOURS: MTWR 2:30 pm—4:30pm
Students can also join the office hour by zoom https://sfasu.zoom.us/j/95652291359?pwd=VS9keDUreFBob0Z0RTVFU3k5MWg4dz09 (even during my normal office hours, I suggest making an appointment, so you don’t accidentally arrive when I am meeting with another students).

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.
ATTENDANCE & CLASS PARTICIPATION

You are expected to attend class and to arrive on time. Students who regularly attend class consistently outperform those who do not. Throughout the semester, there will be several in-class activities to assess your performance and track your attendance. If you miss class, it is your responsibility to find out what was covered and assigned. Exam material will largely come from class lectures.

You cannot make-up any in-class activities, including exams, quizzes, or projects, unless your absence is excused as per university policy. The following are acceptable reasons for excused absences: serious illness, illness or death of a family member, University-related trips, and major religious holidays. Poor planning and vacations do not constitute excused absences. If the University is closed for any reason on a scheduled class day, you should be prepared to adjust the schedule accordingly including taking an exam during the next class session.

- Students must notify me prior to their absence or within one week after the absence.
- Students must submit any written documentation supporting their excused absence within one week of the absence.
- Absences for major religious holidays require advance written notification.

However, I understand that sometimes emergencies can happen, so I will give you 1 free absences. For this 1 free absences, you can make-up class activities and pop quizzes only if you notify me before the missed class. All the missing assignments must be made up within one week of the absence.

CLASSROOM ENVIRONMENT

It is important to have a classroom environment that is conducive to learning for everyone. This requires adherence to some basic rules of respectful behavior. The following will NOT be tolerated: (1) side conversations, (2) reading or working on anything except the material in this class, (3) putting your head down on your desk (sleeping), (4) emailing, texting, etc., Students engaging in these disruptive behaviors may be asked to leave the classroom.

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
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>Introduce Yourself Discussion</td>
<td>10</td>
</tr>
<tr>
<td>Exam 1</td>
<td>150</td>
</tr>
<tr>
<td>Exam 2</td>
<td>150</td>
</tr>
<tr>
<td>Exam 3</td>
<td>150</td>
</tr>
<tr>
<td>Attendance</td>
<td>50</td>
</tr>
<tr>
<td>Class activities</td>
<td>100</td>
</tr>
<tr>
<td>Exam Review Assignments</td>
<td>30</td>
</tr>
<tr>
<td>Social Influence Project</td>
<td>70</td>
</tr>
<tr>
<td>Consumer Research &amp; Consumer Decision Making Project</td>
<td>100</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>810</strong>*</td>
</tr>
</tbody>
</table>
Final grades earned as follows:

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

**Introduce yourself Discussion (Due on June 29th at 11:59pm)**

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
6. Where you are right now taking this course (Nacogdoches or other towns)

**Exams**

Regular exams are on D2L and non-cumulative. All the exams will be proctored through zoom. Questions may be multiple choice, short answer, or long answer. Exam questions may cover material from the book, PowerPoint slides, class discussion, or other assigned material.

**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 3 days timeframe. A make-up exam will be scheduled within a week of the original exam date. In addition, students will not be permitted to make-up more than one exam.

**Attendance**

The attendance will be checked at the beginning and at the end of the class. Students have to attend the entire class to get the attendance points.
Exam Review Assignment

Exam review assignments will be given throughout the semester during the exam review section. It includes sample questions and will help you prepare for the exams.

Class Activities

There will be in-class activities. Class activities will be conducted at the individual or group level. All the class activities need to be submitted into the designed dropbox on D2L by 11:59pm after that day’s class.

Social Influence Project

Create an advertisement for a product or service of your choice. Note, you may use an existing product or service or invent your own new product or service idea. However, if you adopt an existing product or service, your ad must be unique (not merely copying a past advertisement or theme used by the brand). Further, all advertisement content must be appropriate for the mass U.S. market (no nudity or obscenities).

You may create any form of advertisement that you like, for example, magazine ad, video commercial, Facebook ad, billboard, or radio ad. Additionally, your ad must do the following:

- Use at least three relevant class topics to make your ad attention-getting (Perception module) and likely to produce the desired consumer response (social influence module). Your ad needs to be specifically created to “do” something a business would find desirable.
- Appeal to a specific target market.
- While I do not expect you to be professional graphics artists, the advertisement should not stand out as poorly or hastily created (no clip art, no spelling mistakes, easy to read text, etc.).

Present your ad to the class (3-5 minutes). In the presentation, you need to include the following elements:

1. Describe the content of your advertisement.
2. The inspiration of your ad.
3. What is the target market?
4. What are the three relevant class topics you used in the ad to get consumers attention?
5. How do them grab consumers’ attention?

Please refer to the following guidelines for presentations:

1) Slide content
Have you ever wondered why consumers “do” something or make certain choices? In this individual assignment, you are going to identify a consumer research question that you find interesting, describe the consumer research phenomena, and conduct a brief academic review related to your question of interest. Then, you will either “answer” your research question based on the information you were able to uncover, or state that additional research appears to be needed to answer your question. If you can “answer” your question, be sure to highlight why the effect/behavior takes place, and identify any condition that may weaken or strengthen the effect/behavior. If additional research is needed, briefly describe how that research could be conducted, and describe the results you would expect to manifest, and why. Please structure it as follows:

1. **Introduction.** Briefly describe your research question/consumer phenomena of interest as well as why it is worthy of your study.

2. **Academic literature review.** Conduct an academic literature review using keywords that should be related to your research questions. For example, if you were interested in researching how color influences perceptions of packaged food healthfulness, you would search “color,” “package,” “food,” and “healthfulness.” Briefly summarize the results of at least 3 academic journal articles. Suggest journals to search include the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Retailing, Journal of Consumer Psychology, and the Journal of Business Research. I highly suggest that you use [https://scholar.google.com/](https://scholar.google.com/) to conduct your search (you may need to be on campus or sign in via your SFA library credentials to avoid paywalls). You may also cite industry or news articles, but they do not count toward your three required academic journal cites. You may use APA, MLA, or Chicago citation styles.

3. **Conclusions.** Did you find an answer to your question? If so, explain why and when the behavior or consumer phenomena occur. What are the implications for consumers and organizations (businesses, governments, or non-profits)? If you were unable to answer your question, great. That means you picked an interesting topic that may warrant further
research. In this case, describe how you could conduct a study to answer your question and describe what you think the likely outcome of research would be.

Present it to the class (10 minutes).

Please refer to the following guidelines for presentations:

1) Slide content
   a. Information is clearly presented
   b. Appropriate use of charts, graphs, of other visual aids
   c. Information is accurate and complete
2) Presentation proficiency
   a. Tells a good story
   b. Captures the attention of the audience
   c. Appears well rehearsed
3) Presentation style
   a. Makes eye contact with the audience
   b. Infrequent use of “filler words,” such as “umm” and “ahh.”
   c. Speaks confidently

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 work may be accepted given proper documentation (up to instructor’s discretion) however will automatically lose 25% credit every 24 hrs.
# TENTATIVE COURSE SCHEDULE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Book Chapter(s)</th>
<th>Topic</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/28/2021</td>
<td>1 &amp; 2</td>
<td>Welcome and Introduction</td>
<td></td>
</tr>
<tr>
<td>6/29/2021</td>
<td>4</td>
<td>Perception 1</td>
<td></td>
</tr>
<tr>
<td>6/30/2021</td>
<td>4</td>
<td>Perception 2</td>
<td></td>
</tr>
<tr>
<td>7/01/2021</td>
<td>5</td>
<td>Perception 3 &amp; Learning 1</td>
<td></td>
</tr>
<tr>
<td>7/05/2021</td>
<td>5</td>
<td>Learning 2</td>
<td></td>
</tr>
<tr>
<td>7/06/2021</td>
<td>3 &amp; 6</td>
<td>Motivation, Personality, and Attitude 1</td>
<td></td>
</tr>
<tr>
<td>7/07/2021</td>
<td></td>
<td>Motivation, Personality, and Attitude 2 &amp; Exam 1</td>
<td>Review</td>
</tr>
<tr>
<td>7/08/2021</td>
<td></td>
<td><strong>Exam 1</strong></td>
<td></td>
</tr>
<tr>
<td>7/12/2021</td>
<td>7 &amp; 9</td>
<td>Social Influence 1</td>
<td></td>
</tr>
<tr>
<td>7/13/2021</td>
<td>14</td>
<td>Social Influence 2 &amp; Consumer Research 1</td>
<td></td>
</tr>
<tr>
<td>7/14/2021</td>
<td>14</td>
<td>Consumer Research 2</td>
<td></td>
</tr>
<tr>
<td>7/15/2021</td>
<td></td>
<td>Consumer Decision Making &amp; Exam 2 Review</td>
<td></td>
</tr>
<tr>
<td>7/19/2021</td>
<td></td>
<td><strong>Exam 2</strong></td>
<td></td>
</tr>
<tr>
<td>7/20/2021</td>
<td></td>
<td>No meeting in Class Work on Social Influence Project</td>
<td></td>
</tr>
<tr>
<td>7/21/2021</td>
<td></td>
<td>Social Influence Project Presentation &amp; Consumer Decision Heuristics 1</td>
<td></td>
</tr>
<tr>
<td>7/22/2021</td>
<td>10 &amp; 11 &amp; 12</td>
<td>Consumer Decision Heuristics 2</td>
<td></td>
</tr>
<tr>
<td>7/26/2021</td>
<td>10 &amp; 11 &amp; 12</td>
<td>Consumer Decision Heuristics 3</td>
<td></td>
</tr>
<tr>
<td>7/27/2021</td>
<td>16</td>
<td>Consumer Decision Heuristics 4 &amp; Social Class 1</td>
<td></td>
</tr>
<tr>
<td>7/28/2021</td>
<td>16</td>
<td>Social Class 2</td>
<td></td>
</tr>
<tr>
<td>7/29/2021</td>
<td></td>
<td>No Meeting in Class Work on the Consumer Research &amp; Consumer Decision Making Project</td>
<td></td>
</tr>
<tr>
<td>8/02/2021</td>
<td></td>
<td>Class Support for the Consumer Research &amp; Consumer Decision Making Project</td>
<td></td>
</tr>
<tr>
<td>8/03/2021</td>
<td></td>
<td>Consumer Research &amp; Consumer Decision Making Project Presentation 1</td>
<td></td>
</tr>
<tr>
<td>8/04/2021</td>
<td></td>
<td>Consumer Research &amp; Consumer Decision Making Project Presentation 2</td>
<td></td>
</tr>
<tr>
<td>8/05/2021</td>
<td></td>
<td><strong>Exam 3 Review</strong></td>
<td></td>
</tr>
<tr>
<td>8/06/2021</td>
<td></td>
<td><strong>Exam 3</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Subject to change as announced in class or on the class website. Additional readings may be required.**