COURSE: Consumer Behavior (MKTG 3355)
Section-001: TR 9:30 AM - 10:45 AM (BUSI 455)


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: Monday 10:00 – 12:00 pm (Virtual);
Tuesday 12:00 -2:00 pm
Wednesday 10:00 – 12:00pm (Virtual); 2:30 – 4:40 pm
Thursday 12:00 – 2:00 pm

Also by appointment if you want to meet with me outside the office hours (even during my normal office hours, I suggest making an appointment, so you don’t accidentally arrive when I am meeting with another students)

https://sfasu.zoom.us/j/92185276758?pwd=enRKY1RiaFl0ZHpCLzlwQlVhYTE0dz09

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 influence 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.

If you are 15 minutes late or leave class early, you will be considered as absent. However, I understand that sometimes emergencies can happen, so I will give you 2 free absences. For these two 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.

TECHNOLOGY PROHIBITION

Ample research (Hembrooke & Gay, 2003; Fried, 2008) has found that students who use computing devices during class have significant decrements in their memory performance. Further, students who use these devices are a distraction to students who do not use them (Sana, Weston, & Cepeda, 2013). Therefore, laptops, tablets, phones, and other electronic devices are not allowed in this class. However, students are allowed to petition for an exemption. The exemption requires students to read and critique the three above papers, giving dedicated attention to why they think their situation is different from the students in the study. Students who successfully defend their petition to use technology may be given an exemption. However, writing a paper critique does NOT necessarily mean that you will be given an exemption; this decision is made solely by me. Students with disabilities (and their assigned note takers) will be given special consideration.
ACADEMIC INTEGRITY (4.1)

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.

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

In any business profession, ethics is of upmost importance, as numerous stakeholders rely on their employees to make important decisions. These decisions include accounting, management, human resources, marketing and any other aspect of the business world. It is the intent of the Department of Management and Marketing to foster and encourage integrity in all aspects of our classes. Therefore, there will be no tolerance of academic dishonesty, including but not limited to, plagiarism, cheating on examinations, papers, or other course-related work, copying or
collaborating on assignments without permission, or other inappropriate conduct. Any instances of such academic dishonesty will be documented and reported to the Dean of the Rusche College of Business and the student might receive an F in the course.

**WITHHELD GRADES SEMESTER GRADES POLICY (5.5)**

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 coursework 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 to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

**STUDENT WELLNESS and WELL-BEING**

SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**
**The Dean of Students Office** (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

**SFA Human Services Counseling Clinic** Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

**The Health and Wellness Hub** “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

[Website]
www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

**Crisis Resources:**
- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741

**GRADING**

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<th>Possible Points</th>
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<td>Exam 1</td>
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<td>Group Project</td>
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<td><strong>TOTAL</strong></td>
<td><strong>910</strong>*</td>
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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%

**Introduce yourself Discussion (Due on August 31st 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. Your favorite brands

Exams

Regular exams are in-class and non-cumulative. 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 the +/- one-week timeframe. A make-up exam will be scheduled within 3 class dates of the original exam date. In addition, students will not be permitted to make-up more than one exam.

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.

Pop Quizzes

There will be unannounced quizzes/assignments administered throughout the course of the semester. Contents may cover material from the book, PowerPoint slides, class discussion, or other assigned material. Students have an opportunity to drop their lowest quiz grade. No source of outside information (e.g. book, notes, internet, etc.) will be permitted during exams as it constitutes academic dishonesty.

Class Activities

There will be in-class activities. Class activities will be conducted at the individual or group level.

Group Project

Students will form a team of 3 to work on this 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 group 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. Your group 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 influence consumers' purchase decisions of this offering.

The Group Project consists of 7 deliverables:
1. Group list 5 points
2. Project ideas 10 points
3. Background analyses 25 points
4. Background analyses presentation 50 points
5. Consume study preparation 30 points
6. Summary of study results 30 points
7. Consumer Study Presentation 50 points

Please refer to group project handout for more instruction and guidance.

**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.
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<thead>
<tr>
<th>Date</th>
<th>Book Chapter(s)</th>
<th>Topic</th>
<th>Notes</th>
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<td>1 &amp; 2</td>
<td>Welcome and Introduction</td>
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<td>8/31/2023</td>
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<td>Perception 1</td>
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<td>Perception 3 &amp; Group Project Introduction</td>
<td>Phase 1: Forming Groups Due in Class</td>
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<td>forming a group</td>
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<td>9/12/2023</td>
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<td>Learning 1</td>
<td>Phase 2: Project Ideas due on D2L by 11:59pm</td>
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<td>Exam 1 Review &amp; Group Project Support</td>
<td>Phase 3: Background analyses due on D2L by 11:59pm</td>
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<td>10/03/2023</td>
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<td>Group Project Presentation_Business Background</td>
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<td>3 &amp; 6</td>
<td>Motivation, Personality, and Attitude 1</td>
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<td>10/12/2023</td>
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<td>10/17/2023</td>
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<td>Marketing Research 2</td>
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<tr>
<td>10/19/2023</td>
<td>7 &amp; 9</td>
<td>Social Influence 1</td>
<td>Phase 5: Consume study preparation due on D2L by 11:59pm</td>
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<td>10/24/2023</td>
<td>7 &amp; 9</td>
<td>Social Influence 2</td>
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<td>Exam 2 Review &amp; Group Project Support</td>
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<td>Exam 2</td>
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<td>11/02/2023</td>
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<td>Consumer Decision Making</td>
<td>Phase 6: Summary of study results due on D2L by 11:59pm</td>
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<td>11/07/2023</td>
<td>10 &amp; 11 &amp; 12</td>
<td>Consumer Decision Heuristics 1</td>
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<td>11/09/2023</td>
<td>10 &amp; 11 &amp; 12</td>
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<td>11/14/2023</td>
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<td>Consumer Decision Heuristics 3</td>
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<td>11/16/2023</td>
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<td>Group Project Presentation_Consumer Study</td>
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<td>Date</td>
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<tr>
<td>11/23/2023</td>
<td>Group Project Presentation _Consumer Study</td>
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<td>11/28/2023</td>
<td>NO CLASS (THANKSGIVING HOLIDAY)</td>
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<td>12/05/2023</td>
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<td>12/07/2023</td>
<td>Exam 3 Review</td>
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<tr>
<td>12/12/2023</td>
<td>Exam 3 From 8:30 to 9:45am</td>
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**Subject to change as announced in class or on the class website. Additional readings may be required.**