COURSE: Consumer Behavior  MKTG 3355 501

CLASS TIME: The class will be run on a weekly base. All the class materials will be posted on Thursday with most activities due on next Wednesday at 10:00pm (All times in the course are central time).


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: Monday 2:30 pm – 4:30 pm
Tuesday 2:00 pm– 4:00 pm
Wednesday 10 am – 12 pm (online); 2:30 pm – 4:30 pm
Thursday 10am – 12 pm (online)

Office hour zoom link: https://sfasu.zoom.us/j/94280967604?pwd=UkFJRnZjV1MyZzRqOHHjSIDBPQWhwQT09

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 basis. All the class materials for that week will be posted on Thursday with most activities due on next Wednesday 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.

AVOID UNPROFESSIONAL BEHAVIOR

It is useful to avoid common mistakes in the professor-student relationship.

(1) Do not ask for a deal. Each semester some students ask for a deal not available to other students (such as, exam retakes or extra points at semester’s end). It is unethical to ask for points that were not earned and speaks poorly of the student’s integrity and the professor’s, if granted. If a bonus opportunity is available, everyone will know because it will be offered to the entire class. Do not expect “extra credit” opportunities.

(2) Do not to ask to extend deadlines for homework or quizzes, because you missed the deadline. Honoring such a request is unfair to other students unless there is a documented emergency that prevented task completion.

ACADEMIC INTEGRITY (4.1)

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.

**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.

**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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**STUDENTS WELNESS 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
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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<thead>
<tr>
<th>Task</th>
<th>Possible Points</th>
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<tbody>
<tr>
<td>Introduce Yourself Discussion</td>
<td>30</td>
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<tr>
<td>Exam 1</td>
<td>150</td>
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<tr>
<td>Exam 2</td>
<td>150</td>
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<td>Project Presentation 1</td>
<td>50</td>
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<tr>
<td>Project Presentation 2</td>
<td>50</td>
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<tr>
<td>Perception Lab and Field Activities (Tide Challenge 30 points and Native Advertising 20 points)</td>
<td>50</td>
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<td>Social Influence Lab and Field Activities</td>
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<tr>
<td>Consumer research &amp; decision lab and field activities</td>
<td>50</td>
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<tr>
<td>Quizzes</td>
<td>90</td>
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<tr>
<td>Class Activities</td>
<td>80</td>
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<td><strong>TOTAL</strong></td>
<td><strong>750</strong></td>
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</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%

**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 think won't be true for anyone else in the course.
5. Your favorite brands

**Exams**

The exams will be administered through D2L and will be proctored. The exams will be timed. Questions will be taken from online D2L content, chapters in the textbook, PowerPoint notes, videos, activities, and assignments.

Exam Proctoring: All students are required to take module exams in a proctored setting. A working **webcam** (internal/external) and **microphone** are required for exams. Failure to comply with
instructions may result in academic sanctions (see Academic Integrity section) or a requirement to take future exams one-on-one with a live proctor.

Proctoring information is available on the exam module.

**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.

**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.

**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.

**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

Assignments for that week due on Wednesday at 10:00 pm (All times in the course are Central Standard Time (CST)).

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<thead>
<tr>
<th>Date</th>
<th>Book Chapter(s)</th>
<th>Topic</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Week 1: 1/18 – 1/24</td>
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<td>Welcome and Overview</td>
<td>Introduce yourself discussion; Quiz 1 Syllabus, Assignments, and Schedule</td>
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<tr>
<td>Week 2: 1/25-1/31</td>
<td>3</td>
<td>Perception</td>
<td>Perception Discussion; Quiz 2</td>
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<td>Week 3: 2/01-2/07</td>
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<td>Perception Lab and Field Activities</td>
<td>Tide Challenge; Native Advertising discussion.</td>
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<td>Week 4: 2/08-2/14</td>
<td>4</td>
<td>Learning</td>
<td>Classical conditioning discussion; Quiz 3</td>
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<tr>
<td>Week 5: 2/15-2/21</td>
<td>4</td>
<td>Memory</td>
<td>How reliable is your memory discussion; Quiz 4</td>
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<td>Week 6: 2/22-2/28</td>
<td>5 &amp; 8</td>
<td>Motivation, Personality, and Attitude</td>
<td>Multiattribute Attitude Model discussion; Quiz 5</td>
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<tr>
<td>Week 7: 2/29-3/06</td>
<td>8</td>
<td>Social Influence</td>
<td>References group discussion; Quiz 6.</td>
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<td>Week 8: 3/07-3/13</td>
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<td>Social Influence Lab and Field Activities</td>
<td>Create an advertisement to influence consumers.</td>
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<td>Week 9: 3/14-3/20</td>
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<td>Spring Break</td>
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<td>Week 10: 3/21-3/27</td>
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<td>Exam 1 (available March 26th from 8am-10pm); Project Presentation 1due March 27th 10pm</td>
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<td>Week 11: 3/28-4/03</td>
<td>12</td>
<td>Social Class</td>
<td>Social class discussion; Can money buy happiness happiness discussion; Quiz 7.</td>
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<td>Week 12: 4/04-4/10</td>
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<td>Consumer Research</td>
<td>Focus group discussion; Quiz 8.</td>
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<tr>
<td>Week 15: 4/25 – 5/03</td>
<td>Project Presentation Part 2</td>
<td>Project Presentation 2</td>
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<tr>
<td>Final Week 5/06</td>
<td>Exam 2 (Social Influence; Consumer Decision Making; Consumer Decision Heuristics; Social Class; Consumer Research 5);</td>
<td>Exam 2 (available on May 6th from 8am - 10pm).</td>
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