COURSE: Consumer Behavior  MKTG 3355 - 500

CLASS TIME: The class will be run on a weekly base. All the class materials will be posted on Tuesday with most activities due on next Monday 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: Tuesday & Wednesday 12-4pm

https://sfasu.zoom.us/j/98401928986?pwd=Szg3TWY5WU1TQ09jOGVacmVhdWo0UT09

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, 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 will be posted on Tuesday with most activities due on next Monday at 10:00pm (All times in the course are central time). 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.

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
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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<th>Possible Points</th>
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<td>Introduce Yourself Discussion</td>
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<tr>
<td>Exam 1</td>
<td>150</td>
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<td>Exam 2</td>
<td>150</td>
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<tr>
<td>Consumer Research &amp; Consumer Decision Making Lab and Field Activities</td>
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<td>Quizzes</td>
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<td>Class Activities</td>
<td>80</td>
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<td><strong>TOTAL</strong></td>
<td><strong>600</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**

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. A picture of you

**Exams**

The exam will be administered through D2L and will be proctored. The exams will be timed and grades made available to students. Questions will be taken from chapters in the Powerpoint notes and online D2L content. All exams will be proctored through HonorLock.

**Lab and Field Activity**

For the lab and field activity, students will complete activity that relates to the chapters. The activity is specifically designed to help you understand the concepts and apply them.

**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.

**Quizzes**

There will be quizzes for each module covering the materials in the chapters in that module. 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 Monday at 10:00 pm (All times in the course are Central Standard Time (CST)).

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<th>Date</th>
<th>Topic</th>
<th>Notes</th>
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<td>Week 1: 6/3 – 6/10</td>
<td>Course Introduction &amp; Perception</td>
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<tr>
<td>Week 2: 6/11/-6/17</td>
<td>Learning &amp; Memory &amp; Motivation, Personality, and Attitude</td>
<td>Exam 1 (Perception; Learning; Memory; Motivation, Personality, and Attitude) <strong>Proctored</strong> available on June 17th from 8am to 10pm</td>
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<td>Week 3: 6/18/-6/24</td>
<td>Social Influence &amp; Social Class &amp; Consumer Decision Making process</td>
<td>Exam 2 (social influence; social class; Consumer Decision Making process) <strong>Proctored</strong> Available on June 24th 8am-10pm</td>
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<td>Week 4: 6/25/-7/01</td>
<td>Consumer Decision Heuristics &amp; Consumer Research</td>
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<td>Week 5: 7/02/-7/05</td>
<td>Consumer Research &amp; Consumer Decision Making Lab and Field Activity</td>
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