

Consumer Behavior, MKT 481/5481, 3 Credit Hours
Fall 2013, Tuesday & Thursday 9:25–10:40 a.m., Self–Room 303

Instructor: Dr. J. Bryan Hayes
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Office Hours: (My office is 201B Self Hall)

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Monday: 10:00 a.m. – 11:00 a.m.; 1:00 – 4:00 p.m.
Tuesday: 5:30 – 6:30 p.m.
Wednesday: 10:00 a.m. – 11:00 a.m.
Thursday: 10:45 a.m. – 12:30 p.m.; 1:15 p.m. – 3:00 p.m.
Friday: 10:00 a.m. – 11:00 a.m.

I will be happy to meet with you at another reasonable time by appointment if these times conflict with your schedule. Please do not call me at home after 8:00 p.m. unless it is very important.

Overview:

Consumer Behavior is a course about the processes involved when people select, purchase, use, and dispose of goods, services, ideas and experiences. This course examines the strategic implications of the internal, external and decision-making factors that impact consumer purchasing patterns with emphasis on managerial applications.

Rationale:

The field of consumer behavior is one of the most intriguing and important fields in the social sciences. Dr. Michael Solomon of Auburn University perhaps summarizes it best:

“In many courses, students are merely passive observers, learning about topics that affect them only indirectly, if at all. Not everyone is a plasma physicist, or a medieval French scholar, or even an industrial marketer. We are, however, all consumers. As a result, many of the topics dealt with (in this book) are of both professional and personal relevance to the reader, whether he or she is a student, professor or marketing practitioner.”

An adequate understanding of consumer behavior is essential for the prosperity of any marketing enterprise, whether it be selling home computers, providing legal services, supplying industrial chemicals, running for political office, promoting a musical group, or a marketing a document duplicating service. Working in an area that is so critical to almost every business activity brings a high degree of excitement and a justifiable sense of importance. **Consumer Behavior is a required course for marketing majors and fulfills the requirement for a Marketing elective at the 300 or 400 level.**

Structure:

This course is organized to flow from the macro to the micro perspective. We begin with a general overview of consumer behavior, then study the consumer decision-making process and learn how marketers influence consumer decision-making. We next focus on the consumer as an individual and explore the various psychological processes that influence consumption behavior, including perception, learning and memory, the

self concept, personality and lifestyle. We conclude with an investigation of the role of culture in consumer behavior, including social and family influence.

Materials:

You will need the following materials for this course:

CB – 5th Edition – Barry J. Babin and Eric G. Harris (Cengage, 2013) - this is the text for the course. **You must purchase the textbook because you will need it. You should bring it to class with you.**

Moodle – There is a Moodle account for this class. I will place class materials and various resources including PowerPoint slides and study guides on this site throughout the semester. To access this account:

1. Go to moodle.mc.ed
2. Enter your username and password and hit the Login button. Use the same username and password you use to log into computers on campus.
3. Once you login, you will see your course listings. Select MKT 481.

Course Objectives:

The overall goals of this course are to provide the student with a thorough understanding of the various internal and external factors that influence consumer behavior, and to develop an appreciation of the importance of consumer behavior in marketing and in today's business world. Therefore, your major objectives for this course are as follows:

1. To learn about the consumer decision-making process and its implications for marketers.
2. To understand the major psychological influences on consumer behavior and their practical significance.
3. To discern how individuals and groups influence consumer behavior, and how marketers utilize this knowledge to help achieve organizational objectives.
4. To comprehend the role of cultural norms and values in consumer behavior.
5. To gain a better understanding of consumer and marketer ethics and ethical issues surrounding consumer behavior.
6. To integrate and apply the concepts learned in the course through experiential activities and assignments.

Academic Integrity:

Mississippi College students are expected to be scrupulously honest. **Dishonesty, such as copying another student's work, working with another student on an individual assignment, cheating on tests, or plagiarism, will be regarded as a serious offense subject to severe penalties including, but not limited to, loss of credit and possible dismissal.** See the *2013-2014 Mississippi College Tomahawk*, or University Policy 2.19 for specific information.

Due to the recent increase in cheating observed throughout the school of business, extra security measures will be taken during exams. These may include (but are not limited to) separating students, requiring the use of cover sheets, not allowing students to keep anything with them near their desk, including cell phones, electronic translators, etc. Be prepared for these measures. You will not be allowed to take the exam if you choose not to comply.

Attendance:

Attendance is required and accurate records will be kept. Mississippi College policy states that, whether the absences are excused or unexcused, any student who misses more than 8 class meetings will receive a grade of F in the course. You do have a right of appeal. Students with excessive unexcused absences (more than 4 class meetings) are also subject to losing extra credit points earned throughout the semester. **Be on time for class. If you are not present when roll is called, you will be counted absent for the day. You must then notify me at the end of the class period in order to receive attendance credit.**

Course Evaluation:

Exams – Four exams will be given through the semester. Each exam may consist of any combination of multiple choice, matching, true/false, short answer, or short essay questions. The individual exams grades will be averaged to calculate the overall exam grade, which is worth 400 points (88% of total course grade).

Do Not Miss Exams! You are expected to take exams when scheduled. Look at the course schedule and plan accordingly.

Consumer Journal Assignments:

Assignments are designed to reinforce your understanding of important consumer behavior concepts and/or to help you see their relevance. The assignments account for 12% of your total course grade. The assignment grades are averaged to determine your total assignment grade. Failure to complete an assignment for any reason will result in a percentage grade of zero for that assignment. For example, if there are 5 assignments given during the semester and you complete 3 of them, earning grades of 100, 80 and 75, respectively, your assignment points will be calculated as follows:

$$100 + 80 + 75 + 0 + 0 = 255/5 = 51\%$$

$$51\% * 50 = 25.5 \text{ points}$$

There is an assignment for each major topic covered in the course. The assignments are to be completed online. A discussion forum has been set up in Moodle for the appropriate weeks. You are asked to post your answer(s) to the discussion forum and also comment on one other student's post. Since this is a forum, other students of course will be able to look at what you turn in. Your post will also be routed through Turn-It-In to make sure your work is original. Your answer(s) and your comment each should be no more than 250 words. Your answers and your comments must be accurate and substantive in order to receive full credit.

- This is not an English class. I assume that you know and expect you to use appropriate grammar, spelling, sentence and paragraph construction, and punctuation. Failure to do so will result in a significant deduction to the extra credit percentage you would have received otherwise.
- Do not cheat. Evidence of collaboration with another student on an individual assignment will result in (at minimum) loss of credit for the assignment, loss of all professionalism points and possible loss of exam points.
- Do not plagiarize. Any copying of another's work without appropriate citation, quotation, and referencing will result in (at minimum) loss of credit for the assignment and possibly more severe penalties.

Exams **400 points (88% of total)**

Consumer Journal Assignments **50 points (12% of total)**

Total (undergraduate students) 450 points

Graduate Student Project 100 points

Total (graduate students) 550 points

Grading Scale - Undergraduate:

90 - 100%	405 – 450 points	A
80 – 89%	360 – 404 points	B
70 – 79%	315 – 359 points	C
60 – 69%	270 – 314 points	D
Below 60%	Below 270 points	F

Grading Scale - Graduate:

93 – 100%	512-550 points	A
90 – 92%	495-511 points	B+
84 – 89%	462-494 points	B
81 – 83%	446-461 points	C+
75 – 80%	413-445 points	C
70 – 74%	385-412 points	D
Below 70%	< 385 points	F

In addition, you have the opportunity to improve your score by earning extra credit points as described below.

“Clicker” Points 10 points
Quiz Bowls 10 points

Extra Credit Opportunities:

Quizbowls:

You will be responsible for knowing the material covered in the course well enough to answer exam questions pertaining to it and quizzes are a good way to help you prepare. However, rather than individual quizzes, the quizzes will be administered in the form of Quizbowls. You will be assigned to one of four teams. Each member of a team that wins a Quizbowl will earn the extra credit points associated with it. The Quizbowls are worth a maximum of 10 extra credit points. To give an example - If 10 Quizbowls are administered during the semester, they will be worth 1 point each. If your team wins 4 of the quizbowls, each member of your team will receive 4 extra credit points. The Quizbowls will be administered in-class and will cover material from the textbook (including material that we are not able to cover in class). You must be present on the day of a Quizbowl in order to receive any credit.

“Clicker” points:

Each student will be assigned a remote clicker device which you will pick up before class and keep at your desk. Review questions are embedded in the PowerPoint slides for each chapter. When a review question appears on the screen, I will start a timer and you will have one minute to enter your answer. After the minute has passed, a bar graph will appear on the screen indicating the correct answer and the percentage of students who answered it correctly. You will earn extra credit for each correct answer, up to a maximum of 10 points. The number of extra credit points you earn is based on the percentage of questions you answer correctly throughout the semester. For

example, if 20 questions are presented throughout the semester and you answer 10 of them correctly, your extra credit points will be calculated as follows:

$$10/20 = 50\%$$
$$50\% * 10 = 5 \text{ points}$$

You must be present to earn the clicker points. If you are absent, you will be credited with incorrect answers for all questions that are presented that day.

Professionalism and Class Participation:

Your behavior in class will account for at portion of your final grade. A student who behaves in an unprofessional manner in the class will receive a deduction to their extra credit points of an amount to be determined by me. A student who continues to behave unprofessionally despite deductions to their extra credit points will be subject to loss of exam credit (points) and/or dismissal from class. Exactly what constitutes unprofessional behavior will be determined by me, but may include: talking or otherwise causing disruptions, use of cell phones or other electronic devices without my permission, eating, sleeping, reading, studying or doing work for other classes, acting in a disrespectful manner to me or to classmates, etc. Excessive unexcused absences (more than 4) will result in loss of all professionalism points.

Disability:

In order for a student to receive disability accommodations under Section 504 of the Americans with Disabilities Act, he or she must contact Student Counseling Services (SCS). SCS will assist with information regarding the appropriate policy and procedure for disability accommodations before each semester or upon immediate recognition of the disability. Student Counseling Services is located in Alumni Hall Room #4 or you may contact them by phone at 601-925-7790. The Program Coordinator, Holly Reeves, can be reached via email at hreeves@mc.edu and the Director of Student Counseling Services, Morgan Bryant at mbryant@mc.edu.

Graduate Students:

Graduate students will be required to complete a project worth 100 total points. Arrange to consult with me during the first few weeks of class about your project. Graduate students may also be required to answer additional discussion questions on exams and are subject to the graduate grading scale for all exams and assignments.

Odds and Ends:

- No headwear that in any way obscures your eyes is permitted during exams.
- Turn off and put away cell phones and other electronic devices (including computers) when you enter the class room.
- Computers may not be used in class without my approval.
- Cell phones, electronic translators or programmable calculators may not be used during exams.
- Refrain from side conversations during lecture or discussion.
- Do not work on homework or study for another class during our class time.
- If you miss class, please do not e-mail me or phone me to ask what we covered. Ask a friend that you trust to brief you on what was covered or borrow someone's notes.
- I do not give out grades by telephone or e-mail.

Class and Project Schedule

Note: The following are approximate topics and dates. I reserve the right to make changes as necessary.

Date	Topics	Reading Assignment
Week 1		
8/29	Course Overview	
Week 2		
Consumer Decision Making		
9/3	Introduction to Consumer Behavior	Chapters 1 & 2
9/5	Introduction to Consumer Behavior / Need Recognition and Search	Chapter 12
Week 3		
Consumer Decision Making		
9/10	Need Recognition and Search Chapter 12 Assignment Due	
9/12	Need Recognition and Search	
Week 4		
Consumer Decision Making		
9/17	Alternative Evaluation & Choice	Chapter 13
9/19	Alternative Evaluation & Choice Chapter 13 Assignment Due	
Week 5		
Consumer Decision Making		
9/24	Alternative Evaluation & Choice	
9/26	Exam 1 (Chapters 1, 2, 12 & 13)	
Week 6		
Consumer Decision Making		
10/1	Consumption to Satisfaction & Consumer Relationships Chapter 14 & 15 Assignment Due	Chapters 14 & 15
10/3	Consumption to Satisfaction & Consumer Relationships	

Week 7	Psychological Influences on Consumer Behavior	
10/8	Fall Break!	
10/10	Perception (The perception process includes comprehension which is covered at the beginning of Chapter 4. Perception also includes effects of music, colors, etc., which is covered in Chapter 11)	Chapters 3, 4 & 11
Week 8	Psychological Influences on Consumer Behavior	
10/15	Perception Chapter 3 Assignment Due	
10/17	Perception	
Week 9	Psychological Influences on Consumer Behavior	
10/22	Learning & Memory (Learning includes classical conditioning which is covered in Chapter 3.)	Chapters 3 & 4
10/24	Learning & Memory Chapter 4 Assignment Due	
Week 10	Psychological Influences on Consumer Behavior	
10/29	Learning & Memory	
10/31	Exam 2 (Chapters 3, 4 – small part of 11, 14 & 15)	
Week 11	Psychological Influences on Consumer Behavior	
11/5	Motivation	Chapter 5
11/7	Personality, Lifestyles & Self Concept	Chapter 6
Week 12	Psychological Influences on Consumer Behavior	
11/12	Attitudes & Attitude Change	Chapter 7
11/14	Attitudes & Attitude Change Chapter 7 Assignment Due	
Week 13	Psychological & Situational Influences on Consumer Behavior	
11/19	Attitudes & Attitude Change	
11/21	Exam 3 (Chapters 5, 6 & 7)	

Week 14	Social & Cultural Influences on Consumer Behavior	
11/26	Situational Influence	Chapter 11
11/28	Thanksgiving Holiday!	
Week 15	Social & Cultural Influences on Consumer Behavior	
12/3	Culture & Subcultures	Chapters 9 & 10
12/5	Group & Interpersonal Influence	Chapter 8
Week 16	Social & Cultural Influences on Consumer Behavior	
12/10	Group & Interpersonal Influence	
Week 17		
12/8	FINAL EXAM - Saturday, December 14 Exam 4 (Chapters 9 10 & 11)...8:00 - 11:00 a.m.	