

MKT 318 – Consumer Behavior Syllabus – Online

IMPORTANT!! You must introduce yourself by Wednesday, Aug 28, as this action will be used to report your attendance. If you do not introduce yourself by Wednesday you will be dropped from the course. If you do simply introduce yourself 5 points will be given for week 1.

Course Description:

This course focuses on the study of the psychological, sociological, economic and other dimensions that influence consumer behavior and how these factors are used to develop marketing strategies.

Credit Hours: 3 Credit Hours

Prerequisites: MKT 205; BSS 190, 191

Course Objectives:

1. Explain the concepts and theories essential to an understanding of consumer behavior.
2. Demonstrate use of the “language” of consumer behavior.
3. Explore a learning environment that will stimulate individual and group performance, development and satisfaction.
4. Recognize and apply consumer behavior principles in marketing situations.
5. Distinguish managerial and group process skills.

Required Text:

Hawkins, D.I., Mothersbaugh, D.L. and Best R.J. [Consumer Behavior: Building Marketing Strategy](#). 13th ed. McGraw Hill, 2013.

The textbook for the course is required.

Course Overview:

Marketing attempts to influence the way consumers behave. These attempts have implications for the organizations making them, the consumers they are trying to influence, and the society in which these attempts occur. We are all consumer and we are all members of society, so consumer behavior, and attempts to influence it, are critical to all of us. This course is designed to provide an understanding of consumer behavior. This understanding can make us better consumers, better marketers, and better citizens.

The purpose of this course is to provide the student with a usable, managerial understanding of consumer behavior. Knowledge of the factors that influence consumer behavior can, with practice, be used to develop sound marketing strategy. A reasonably comprehensive description of the various behavioral concepts and theories that have been found useful for understanding

consumer behavior is presented. Examples of how these concepts have been utilized in the development of marketing strategy will be studied.

Grading:

ASSIGNMENTS	Points		Percent
Case Study Analysis - 2 @ 125 pts ea - Weeks 5, & 7	250	=	25%
Tests (4) @ 100 points each - Weeks 2, 4, 6, & 8	400	=	40%
Threaded Discussions—5 @ 20 points each—weeks 2-6	100	=	10%
Consumer Behavior Project - Week 8	250	=	25%
Total Possible Points	1000	=	100%

Late Assignment Policy:

All assignments are due Sat night each week by 11:55PM except weeks 1 and 8. In week 1 you have to introduce yourself by Wed and in week 8 you have to post the assignment for that week by Wed. These requirements are necessary due to attendance and reporting final grade requirements.

No late assignments will be accepted without extreme circumstances. Extreme circumstances include major illness requiring hospital admission or death in the immediate family. Late registration, computer crashes, Internet connection failures, work commitments, and family vacations do not constitute emergencies and extensions **WILL NOT** be granted in these instances. Extensions will not be granted for students who purchase the wrong book from vendors other than the online bookstore. In addition, assignments not submitted because the student did not check the course site, their email, or the announcements for MKT 321 in www.MY.NCWC.EDU will not be accepted! It is the student's responsibility to check these.

ALL ASSIGNMENTS MUST BE COMPLETED BY THE DUE DATE SHOWN ON THE COURSE PLATFORM: MY.NCWC.EDU. NO LATE ASSIGNMENTS WILL BE ACCEPTED WITHOUT PRIOR ARRANGEMENT WITH THE INSTRUCTOR.

Attendance Policy:

Attendance is reported each week on Sunday except the first week. You are required to introduce yourself by Wed the first week to be counted as present and also to be able to continue in the class.

Attendance is measured through participation in the discussions and submission of assignments. Students who do not submit their assignments, participate in the unit discussions or fail to log into www.MY.NCWC.EDU during a 7 day time frame will be administratively withdrawn from the course. Students will not be notified before being dropped. Students need to log into the class site at a minimum of every 48 hours. Mass submission of assignments at the end of the term will not be accepted nor graded. **NO EXCEPTIONS** to this policy will be allowed except for **EXTREME** circumstances.

Students with Disabilities:

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Office of Disability Support Services (DSS) at 252-985-5399 as soon as possible to coordinate and implement accommodations in a timely fashion. The Office of DSS is located in the Student Support Center, http://www.ncwc.edu/Offices/Student_Support/

Plagiarism and Cheating:

The College policy on plagiarism and cheating will be followed. The definitions can be found on page 69-70 of the NCWC Catalog and is as follows:

“The College and faculty guarantee the integrity of the academic process. Since cheating and plagiarism are threats to this integrity, all members of the College community must work together to prevent their occurrence. The instructor in any course assumes the responsibility for fair evaluation of academic progress, and is obligated to explain at the beginning of each course how the College’s policy on cheating and plagiarism applies to that particular course. Students are expected to perform honestly and to work in every way possible to eliminate cheating by any member of a class.

Definitions: “Cheating” means the giving or receiving of information illicitly with intent to deceive the instructor in his or her effort to grade fairly any academic work. “Plagiarism” is “to take and use as one’s own the thoughts, writings, or inventions of another” (Oxford English Dictionary). It is plagiarism when one uses direct quotations without proper credit and appropriate quotation marks, and when one uses the ideas of another without proper credit.

Instructors must report all instances of cheating or plagiarism in writing to the Vice President of Academic Affairs. Such cases will be handled according to the following procedures:

If upon investigation an instructor determines a student is guilty of the cheating or plagiarism, the instructor will submit a written report of the incident to the Vice President of Academic Affairs with copies to the student and the Registrar. The report will be filed in the student’s permanent folder. All cases may be brought to the Academic Policy Committee for a hearing.

The following penalties for cheating and plagiarism will apply:

First Offense The instructor will not give the student any credit for the

work involved.

Second Offense The Vice President of Academic Affairs will withdraw the student from the course in which the second offense occurred, and the student will receive an “F” in that course.

Third Offense The Vice President of Academic Affairs will suspend the student from the College for at least one semester. The suspension will be effective immediately upon the Vice President’s notification to the student and the Registrar.

All decisions may be appealed for review by the Academic Policy Committee. The Academic Policy Committee will review the charges, hear the evidence, and either uphold or overturn the decision. The

Academic Policy Committee, however, will not have the right to change the penalty. All decisions of the Academic Policy Committee will be by majority vote” (NCWC catalog, 2007).

NOTE: all assignments may be submitted to an electronic review by plagiarism prevention websites or plagiarism detection software.

Additional Policies:

MY.NCWC.EDU Course Instructions

The MY.NCWC.EDU provides functionality that can be used by faculty members and students to facilitate classroom and distance learning in the Web-based environment. Students can view their course schedules, course descriptions, assignments, grades, and attendance. They can also complete online assignments and participate in chat groups and forums.

Login and Enter Course

- Type in the **MY.NCWC.EDU** url, <http://my.ncwc.edu/ics> into your browser. Or go to the NC Wesleyan College home page at www.ncwc.edu, and then click **MY.NCWC.EDU** located in the right.
- Enter your **login ID and password**, and then press the **ENTER** key. *Your initial password is your birthdate in mmddyy format.*

How to check the course syllabus:

1. On **My Courses**, click the course title to open the class site. You will see the full menu on the left.
2. From here you can click on the Syllabus, Attendance, Collaboration (email), Course Information and Gradebook.

The primary means of communication between students and instructors in online classes is **MY.NCWC.EDU**. Your instructor will use your **MY.NCWC.EDU** e-mail account to contact you, so please check it frequently. If you are unfamiliar with **MY.NCWC.EDU** please contact the Help Desk at 252-984-5000 or visit their website for Quick Reference information: <http://www.ncwc.edu/Offices/Technology/Quick%20Reference%20MYNCWCEDU.pdf>

You also have online access to Wesleyan's Writing Lab, which provides resources for students who are unable to visit the lab in person. These resources, which include a databank of instructional materials, e-mail tutoring, and synchronous online tutoring, are available at http://annex.ncwc.edu/writing_lab or by calling (252) 985-5325.

Except for stipulations regarding enrollment of traditional students, online courses are governed by the same policies that apply to Adult Degree Program 8-week courses. These policies appear on pp. 142-55 of the *NCWC College Catalog*, which can be downloaded at <http://www.ncwc.edu/Catalog/>. Please pay particular attention to the refund policy for Triangle 8-week courses on pp. 154-55, since this policy also applies to Wesleyan's online classes. If you have questions regarding these policies, please contact the ADP site at which you registered. If you need assistance on any other matter related to the online class, please contact Dr. Jay Stubblefield, Coordinator of Distance Education at jstubblefield@ncwc.edu or (252) 985-5195.

Instructors teaching online courses are required by the college to hold students accountable for having purchased the textbook prior to the start date of the course.

General Information:

Prior to beginning this course, students need to review the online course guidelines and policies located: <http://faculty.ncwc.edu/jstubblefield/online2/onlinecourses1.htm>

In addition, students need to check that their computer system meets the minimum software and hardware requirements listed in the below link:

http://www.ncwc.edu/Offices/Technology/networking_standards.htm

REMEMBER:

It is the student's responsibility to check the announcements, assignments, handouts, forum and grade book in **MY.NCWC.EDU** of this course. This should be done daily.

This syllabus is subject to revision during the course term at the discretion of the instructor. Students will be notified by email and through an announcement in MY.NCWC.EDU of any changes.

COURSE CALENDAR

Week One	Topic: Introduction to Consumer Behavior and External Influences Assigned Reading: Chapters 1-2 Lecture/PowerPoint: Consumer behavior and marketing strategy. Cross cultural variations in consumer behavior. Assignment: Introductions and Review Syllabus/Assignments
Week Two	Topic: The Changing American Society. Assigned Reading: Chapters 3-4 Lecture/PowerPoint: Values, demographics and social stratification. Assignment: Threaded Discussions and Test #1 (C. 1-4)
Week Three	Topic: The Changing American Society Cont'd. Assigned Reading: Chapters 5-7 Lecture/PowerPoint: Subcultures, families and households, group influences on consumer behavior. Assignment: Threaded Discussions
Week Four	Topic: Internal Influences Assigned Reading: Chapters 8-9 Lecture/PowerPoint: Perception, learning, memory, and product positioning. Assignment: Threaded Discussions and Test #2 (C. 5-9)
Week Five	Topic: Internal Influences Cont'd. Assigned Reading: Chapters 10-11 Lecture/PowerPoint: Motivation, personality, emotion, attitudes, and influencing attitudes. Assignment: Threaded Discussions and Case Study
Week Six	Topic: Consumer Decision Process Assigned Reading: Chapters 12-14 Lecture/PowerPoint: situational influences, consumer decision process and problem recognition. Assignment: Threaded Discussions and Test #3 (C. 10-14)
Week Seven	Topic: Consumer Decision Process Cont'd Assigned Reading: Chapters 15-17 Lecture/PowerPoint: Information search, alternative evaluation and selection, outlet selection and purchase Assignment: Case Study
Week Eight	Topic: Organizations as Consumers Assigned Reading: Chapter 18-19 Lecture/PowerPoint: Organizational buyer behavior Assignment: Consumer Behavior Project and Test #4 (C. 15-19)

ASSIGNMENT DIRECTIONS CAN BE FOUND ON THE FOLLOWING PAGES:

Case Study Guidelines

MKT 318 Consumer Behavior Case Study Guidelines

Due Date: _____

Case studies are interdisciplinary in scope; they cross many disciplines within organizations and expose the "manager" to many varied situations of day-to-day activities. Cases studies are a picture-in-time, much like an accounting profit and loss report for a past business quarter. They are, after all, real life situations.

Cases develop a manager's analytical skills, because the results are quantitative and qualitative in nature and support their recommendations and decisions. They are also beneficial in helping the learning process of asking the right question(s).

Case studies place you (the student) in hypothetical Consultant position, requiring you to weigh the facts and options to recommend those critical decisions. As the consultant, you are to remain **objective** and refrain from making **subjective** claims. Opinions should be supported using concepts and terms from your text. If you use outside research, be sure to cite your sources IN the body of the paper as well as listing the source as a reference at the end of the paper.

A case study will have three common traits. They deal with real companies and situations, seldom have a solution, and contain loads of data. Your task as a consultant will be to review the respective data, locate the relevant information, arrange it in a practical and sequential order, and arrive at a solution or recommendation. You must remain objective throughout this process.

Since this is a formal analysis, you are to write in a style that reflects **formal, collegiate level work**. This will include an objective perspective, 3rd person voice, lack of contractions/slang/expressions. Any references should contain appropriate citing. Failure to do so will affect your grade.

There are many ways to look at a single case study. First, look for questions that need to be answered. Look for issues, constraints, potential problems and what needs to be changed that would perhaps strengthen the company, create growth, or increase profits.

There are numerous ways to organize and write a case study. Minimally, a case study should include a "**Statement of the problem**," "a **Summary of the Facts**," "**Analysis**," "**Recommendation(s)**," "**Conclusion**," and "**References**." Many times a category may be further sub-divided, such as the additions of internal or external conditions, problems, or solutions, etc. **A cover page is required to include name of case, student's name, course name, and date. Use APA Writing Style.**

Case Study Guidelines:

Statement of the Problem(s)

State in a few sentences the problem that exists within the case study. There may be multiple problems. Always keep your audience (a Board of Directors who may have hired you) in mind while formulating the problem statement; they may have opposing views on the situation.

Summary of the Facts

Briefly, sum up the facts in the case. It may include pertinent history or background information, industry trends, or other relevant data.

Analysis

Analysis is often the most difficult portion of the case to write and should be completed before any attempt to develop physically the writing of the case.

The tools associated with analysis are *comparison*, *contrast*, and *synthesis*. Comparison is looking for and then finding similarities among other elements being analyzed. Contrast is looking for and finding differences between elements. Synthesis is integrating the information and formulating a consistent interpretation of the case.

Other tools include performing an Environmental Scan, a SWOT analysis, or simply listing pros and cons to several key alternatives.

Recommendations

This section provides direction. Based on the information and analysis, state your recommendations. This is your "argument." Using the information of the case and the analysis, you "argue" that certain steps should or not be taken. Your audience must be able to understand the **reasons** for your recommendations. These recommendations should not be summative in nature, but specific. It is not appropriate from a consultant position to simply suggest "more research" unless you define who, what, where, how, why. Nor should you recommend hiring a consultant. Essentially, you ARE the hired consultant. Tell the "audience" how to fix the problem(s) and why your solution will work.

Conclusion

This section is for any concluding remarks that may be necessary. Not all case studies need this section because concluding remarks may have been made in the recommendation section.

References

Consumer Behavior Audit Project

The purpose of the project is to give students experience gathering and evaluating data that a firm might use to develop marketing strategies from the consumer behavior perspective. Each student will analyze a firm's current consumer behavior strategy, identify strengths and weaknesses, and make recommendations for ways to improve identified deficiencies.

INSTRUCTIONS

Each student will select an existing firm and evaluate its consumer behavior awareness by performing a consumer behavior audit for that firm. The firm's business may be either product or service oriented, and may offer a single product/service or multiple products/services.

The student may use one of the following approaches from Appendix B: "Consumer Behavior Audit," Pages 731-736 of the text.

1. Using Appendix A (Pages 720-730) of the text as a tool to develop your project, create a data gathering instrument and actually survey customers or potential customers of the selected firm.
2. Also using Appendix B of the text as a tool to develop your project, conduct your audit with individuals who are in positions that would normally include perceptions of the selected firm's consumer behavior awareness, i.e., store managers or marketing managers. An interview format may be appropriate. If this approach is used, the audit will be better facilitated by providing the prospective interviewee with a copy of questions to be covered prior to conducting the interview.
3. Use a combination of the two approaches described above.

Regardless of the approach you choose, keep in mind it is unrealistic to expect any customers or firm representatives to respond to very lengthy interviews or questionnaires. Be sure to design your data collection instrument in a manner that shows respect for the time of your respondents.

REQUIREMENTS

Each student will give include a PowerPoint presentation of findings and recommendations.

A formal written paper (12-15 pages) is also due. The paper should detail the process of the audit, the findings, conclusions and recommendations. The following outline will be followed:

Cover Page – Consumer Behavior Audit, Name of Company (Product/Service), Name, MKT 318 Consumer Behavior, and Date

Table of Contents

- | | |
|--------------|---|
| I. | Introduction |
| II. | Market Segmentation |
| III. | Product Position |
| IV. | Pricing |
| V. | Distribution Strategy |
| VI. | Promotion Strategy |
| VII. | Product |
| VIII. | Customer Satisfaction and Commitment |

- IX. Conclusion
- X. References (text, internet web sites, company personnel interviews, correspondence, periodicals, etc.)
- XI. Appendices (interviews, survey, promotional materials, etc.)

THREADED DISCUSSION

In the "**Forum**" area of the course, you, as a student, can interact with your instructor and classmates to explore questions and comments related to the content of this course. Discussions will always close by Sunday Midnight.

Frequency

Number and regularity of your contributions. Students are expected to log into the course and post (respond) in the discussion topics in each graded thread on a minimum of two separate days per week, beginning no later than Wednesday.

Quality—Content of your contributions. Examples of quality posts include:

- providing additional information to the discussion;
- elaborating on previous comments from others;
- presenting explanations of concepts or methods to help fellow students,
- presenting reasons for or against a topic in a persuasive fashion,
- sharing your own personal experiences that relate to the topic, and
- providing a URL and explanation for an area you researched on the Internet.