

Course Syllabus

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MGMT 3123

Consumer Behavior

Course Description

This course is an examination of the basic concepts and research results from Marketing and the Social Sciences with the goal of enabling marketers to better understand customers and meet their needs. The decision making processes of consumers, factors affecting purchasing decisions, and customer satisfaction are major conceptual areas of the course. Implications for marketing strategies (e.g., market research and branding) are discussed. The following topics will be addressed in this course:

- Consumers and their role in society
- The internal and external influences affecting consumer behavior
- The consumer decision-making process and its implications
- The application of consumer behavior in marketing and business decisions

Course Prerequisites

Students must complete MGMT 3503 Principles of Marketing prior to MGMT 3123.

Required Materials

Consumer Behavior: Buying, Having, and Being, Student Value Edition (12th Edition)

Michael R. Solomon

ISBN-13: 978-0134129938

ISBN-10: 0134129938

Accreditation

Southern Wesleyan University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate, and masters degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 or call 404-679-4500 for questions about the accreditation of Southern Wesleyan University.

Program Learning Outcomes

Students completing the Bachelor of Science (BS) in Business Administration are expected to:

- **Business Communication:** Become effective in both oral and written communication.
- **Teamwork and Collaboration:** Demonstrate leadership in effective collaboration, interacting and contributing as a team member to meet stated goals.
- **Social and Corporate Responsibility:** Exercise the ability to articulate the impact of corporate social responsibility for business and society.
- **Ethics and Christian Servant Leadership:** Model a clear perception of business ethics based on Christian principles and utilize leadership skills that reflect Christian servant leadership principles.

Course Learning Outcomes

Upon successful completion of this course, each student will be able to:

1. Analyze and describe the behavior of individuals as consumers.
2. Assess the internal and external influences that affect consumer behavior.
3. Analyze the consumer decision-making process.
4. Apply the principles and theories of consumer behavior to market research and decision-making.

Course Learning Assignments and Assessments

Students are expected to complete the assigned readings prior to each session. Additionally, students should be attentive to current information related to management issues that may appear in various media such as the Internet, magazines, journals, newspapers, blogs, etc. Each student should participate in class discussions with a willingness to share observations, experience, and knowledge relevant to the topics discussed in the course.

Grading

Research Project Final Report	25%
Field Journal	25%
Article Summaries	20%
Discussion Forums	20%

Quizzes	10%
Total	100%

Research Project Final Report – 25%

Choose three companies that are within the same industry. You will do both primary and secondary research to discover consumer perception of these companies' brands. Your primary research will consist of a questionnaire that you develop to quantify these consumer perceptions. It is recommended that you utilize the same kind of measurement (e.g. a ranking scale of -3 to +3) for every question on your survey, as this will streamline the data. Although it is best to conduct surveys with a larger sample, due to the time constraints, you only have to conduct the survey with 10 to 20 participants. You may use fellow workers, classmates, friends or family. You may conduct the survey by paper, in person, by telephone, email or online (using online survey software such as Survey Monkey). Your final paper will be at least 4 pages not including title page, bibliography, and the survey.

- **Session 1:** Select the three companies you would like to research and submit to faculty for approval.
- **Session 2:** Submit questionnaire for approval.

Sample Question:

How likely is Company 1 to provide great customer service? Very Likely [+3][+2][+1][0][-1][-2][-3] Very Unlikely

How likely is Company 2 to provide great customer service? Very Likely [+3][+2][+1][0][-1][-2][-3] Very Unlikely

How likely is Company 3 to provide great customer service? Very Likely [+3][+2][+1][0][-1][-2][-3] Very Unlikely

- **Session 3:** Conduct survey and gather results.

- **Session 4:** Compile the raw data and submit in a table format. Since there are three companies, your raw data will need to be presented in three separate tables.

Example of raw data table:

Respondent	Q1 (Rating -3 to +3)	Q2 (Rating -3 to +3)	Q3 (Rating -3 to +3)
1	-1	2	2
2	0	2	-1
3	-2	3	0

- **Session 6:** Submit a rough draft for the research paper.
- **Session 7:** Submit final report. The final report will discuss how your primary research compares with the secondary research concerning consumer perception of each brand. You will also discuss the effects that internal and external factors may have on consumer perception of these brands.

Field Journal –25%

This assignment will comprise several “journal entries” in which you will record observational data and provide a written reflection (at least 400 words) on each of the following activities:

Session 2: walk into a business where you have made purchases before. This time, take a look around and observe every detail you can about the atmosphere and layout of the business. Write these details down and explain how you think these atmospherics affect consumer behavior. Submit your observations and explanation as “Journal Entry 1”.

Session 3: spend an hour sitting near the entrance of a business other than the one that you work at (e.g. a restaurant, retail store, coffee shop, etc) and observe the people that enter the establishment. Record details of what you observe: how these people are dressed, their demographics, how they react upon entering, etc. In your reflection, discuss what type of target market(s) you believe this business serves and why. Submit your observations and reflection as “Journal Entry 2”.

Session 4: keep a log of every purchase you make this week detailing the name and brand of the item purchased and the total cost including tax. It may help to keep this log in a table format for the Session 5 and 6 journal entries. No submission required this week.

Session 5: Look at the most expensive thing you bought in your Session 4 purchase log and describe how you came to decide to purchase that product using the purchasing decision process. Submit your explanation as “Journal Entry 3”.

Session 6: refer to your purchase log from Session 4. List the internal and external factors that you believe may have affected each purchase. Submit a table that lists each purchase as well as the internal and external factors as “Journal Entry 4”.

Session 7: write a final journal entry to summarize what you learned from your observations. Submit all of your journal entries and your purchase log as one document titled “Consumer Behavior Field Journal.”

Article Summaries – 20%

In Sessions Two and Five, each student will write a summary of an article that discusses the results of research done on consumer behavior (The Journal of Consumer Research - <http://jcr.oxfordjournals.org/> - is a great resource). Students will submit a 2-page summary (not including title page and bibliography) of the article that discusses the purpose of the research, the nature of the results, and the implications this research has on consumers. Each summary will also need to cross-reference at least one additional outside source.

Discussion Forums – 20%

Each student is expected to engage in weekly discussion forums. The initial discussion posts are due by 11:55 PM EST each Thursday. The reply posts are due by 11:55 PM EST each Sunday. Each student is responsible for posting a response to each of the discussion questions and responding to at least two classmates' posts. The original post should contain at least five substantive sentences. The responses should be from three to five sentences and should intend to invite dialogue. Devotion posts will be graded on completion as a portion of the discussion forum grade. Responding to classmates' devotion posts is encouraged but not required.

Quizzes – 10%

In Sessions Three, Five, and Seven, students will take a quiz that assesses the knowledge acquired from the course readings.

GRADE EQUIVALENCY TABLE

All grades are reported in a system of eleven letter grades designated as "A" through "F" with appropriate plus and minus additions reflecting the following scheme:

Percentage Value	Letter Grade	Numeric Value for GPA
93-100	A	4.0
90-92	A-	3.7
86-89	B+	3.4
83-85	B	3.0

80-82	B-	2.7
76-79	C+	2.4
73-75	C	2.0
70-72	C-	1.7
65-69	D+	1.4
60-64	D	1.0
<60	F	0.0

Course Policies

Attendance Policy

Regular attendance is a key to success in the course. Please refer to the Attendance Policy outlined in the Catalog for full details of the SWU policy on attendance.

Hybrid courses are a combination of online and classroom activities. Students are expected to attend all campus class meetings as well as to adhere to posted online deadlines for assignments. Face-to-face sessions are held once a week for three hours, and attendance is mandatory. Classroom attendance will be taken in class by the instructor.

Online attendance is based on completion of at least one designated assignment by the due date/time posted within the course site for each session. Online activities may include lecture, assignments, readings, discussion forums, and assessments (e.g. quizzes, tests).

Late Assignment Policy

Assignments

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Assignments are due by midnight on the days specified. Students can expect a 20% reduction of their grade for each day an assignment is late. Students who submit assignments more than four days late will receive a grade of zero on the assignment.

In the case of extenuating circumstances (such as hospitalization, child birth, major accident, injury or bereavement), it is the responsibility of students to contact the instructor as soon as practicable. The instructor may waive the late penalty if the circumstances are justified.

Students must submit final course assignments no later than the last day of the term. No assignments are accepted after the last day of the term.

Discussions

Students must submit discussion board postings during the time frame indicated. Discussion board submissions will not be accepted for credit after the deadline.

Communication

The course site (Canvas) and SWU email are the primary tools for class communication, assignments, handouts, etc. All participants must have access to the course site and SWU e-mail and are expected to access them on a daily basis.

While it is important to maintain good communication with the instructor, Internet connectivity problems and home computer problems are not considered adequate excuses for missing assigned class work.

Technology Requirements

To be successful in this course, all participants are expected to ensure their technology equipment meets the [recommendations](http://www.swu.edu/about-swu/technology-services/computer-recommendations/) (<http://www.swu.edu/about-swu/technology-services/computer-recommendations/>) provided by SWU's Technology Services.

Students requiring technical support related to their courses or other SWU-provided technologies should send an e-mail to helpdesk@swu.edu or call 864.644.5050.

Academic Honesty

Honesty in all matters – including honesty in academic endeavors – is a valued principle at Southern Wesleyan University. It is the expectation of the university that all those joining the academic program will act with integrity in all matters.

No forms of academic dishonesty will be tolerated. Students are encouraged to help each other maintain these high standards. All academic dishonesty should be reported to the faculty directly. Faculty, upon evidence of academic dishonesty (cheating, plagiarism, or misuse of another's intellectual property), either by voluntary confession, report of another student, or on the basis of work submitted, must follow the procedure outlined in the Catalog (under *Academic Honesty*). This includes but is not limited to a zero for the work involved, 10% course grade reduction, or a failing grade for the course. Unresolved cases may be appealed using the Appeal Process outlined in the Catalog (*Academic Honesty*).

Accommodations for Students with Disabilities

Southern Wesleyan University is committed to providing equitable access to learning opportunities for all students. Accommodations can be made for students with disabilities, as outlined in "Services for Students with Disabilities" found in mySWU's Student tab under The

Learning Center. Any student desiring accommodations must send the request and all documentation to the Student Success Coordinator in Rickman Library 224. Call 864-644-5036 for more information.

Session One

Learning Outcomes	Assignments/Assessments
<p>Each student will be able to</p> <ol style="list-style-type: none"> 1. Analyze and describe the behavior of individuals as consumers. <ol style="list-style-type: none"> a. Understand the role that consumer behavior plays in business and marketing decisions b. Determine the ethical implications of consumer and marketing misbehavior. 2. Assess the internal and external influences that affect consumer behavior. <ol style="list-style-type: none"> a. Understand and describe how perception affects consumer behavior 	<p>Each student will</p> <ol style="list-style-type: none"> 1. Read Ch. 1-3 of <i>Consumer Behavior: Buying, Having, and Being</i> 2. Participate in the following discussions: <ol style="list-style-type: none"> a. Session One Devotion b. Discussion 1.1 (LO1AB) c. Discussion 1.2 (LO2A) 3. Submit three companies for approval to use for the Research Project

Session Two

Learning Outcomes	Assignments/Assessments
<p>Each student will be able to</p> <ol style="list-style-type: none"> 2. Assess the internal and external influences that affect consumer behavior. <ol style="list-style-type: none"> b. Understand and describe how learning, memory, and motivation affect consumer behavior 4. Apply the principles and theories of consumer behavior to market research and decision-making. <ol style="list-style-type: none"> a. Design and implement a survey that measures consumer perception of a brand. 	<p>Each student will</p> <ol style="list-style-type: none"> 1. Read Ch. 4-5 of <i>Consumer Behavior: Buying, Having, and Being</i> 2. Participate in the following discussions: <ol style="list-style-type: none"> a. Session Two Devotion b. Discussion 2 (LO2B) 3. Submit Journal Entry 1 (LO2B) 4. Submit Article Summary 1 (LO2B) 5. Submit questionnaire for approval (LO4A)

Session Three

Learning Outcomes	Assignments/Assessments
<p>Each student will be able to</p> <ol style="list-style-type: none"> 2. Assess the internal and external influences that affect consumer behavior. c. Understand and describe how mind, gender, and body affect consumer behavior d. Understand and describe how personality, lifestyles, and values affect consumer behavior e. Evaluate self as a consumer through observation and self-assessment. <ol style="list-style-type: none"> 4. Apply the principles and theories of consumer behavior to market research and decision-making. <ol style="list-style-type: none"> a. Design and implement a survey that measures consumer perception of a brand. 	<p>Each student will</p> <ol style="list-style-type: none"> 1. Read Ch. 6-7 of <i>Consumer Behavior: Buying, Having, and Being</i> 2. Participate in the following discussions: <ol style="list-style-type: none"> a. Session Three Devotion b. Discussion 3 (LO2E) 3. Submit Journal Entry 2 (LO2CD) 4. Conduct survey and gather results. (LO4A) 5. Complete and submit Quiz 1

Session Four

Learning Outcomes	Assignments/Assessments
Each student will be able to	Each student will
1. Analyze and describe the behavior of individuals as consumers.	1. Read Ch. 8 of <i>Consumer Behavior: Buying, Having, and Being</i>
c. Define attitude and its role in consumer behavior.	2. Participate in the following discussions:
	a. Session Four Devotion
	b. Discussion 4 (LO1C, LO3A)
3. Analyze the consumer decision-making process.	3. Submit Article Summary 2
a. Evaluate how attitudes affect consumer decisions	4. Compile raw data from survey results and submit in table format
	5. Keep a purchase log for use in future sessions

Session Five

Learning Outcomes	Assignments/Assessments

<p>Each student will be able to</p> <p>3. Analyze the consumer decision-making process.</p> <p>b. Describe the steps in the consumer decision-making process and apply them to personal decisions</p> <p>c. Understand differences in decision making for individuals, families, and corporations</p>	<p>Each student will</p> <p>1. Read Ch. 9-10 of <i>Consumer Behavior: Buying, Having, and Being</i></p> <p>2. Participate in the following discussions:</p> <p>a. Session Five Devotion</p> <p>b. Discussion 5 (LO3C)</p> <p>3. Submit Journal Entry 3 (LO3B)</p> <p>4. Complete and submit Quiz 2</p>
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Session Six

Learning Outcomes	Assignments/Assessments
<p>Each student will be able to</p> <p>2. Assess the internal and external influences that affect consumer behavior.</p> <p>f. Understand and describe the social and cultural settings that affect consumer behavior.</p>	<p>Each student will</p> <p>1. Read Ch. 11-12 of <i>Consumer Behavior: Buying, Having, and Being</i></p> <p>2. Participate in the following discussions:</p> <p>a. Session Six Devotion</p> <p>b. Discussion 6 (LO2F)</p>

4. Apply the principles and theories of consumer behavior to market research and decision-making.
- b. Assess the outcomes of primary market research to draw conclusions about consumer perception.

3. Submit Journal Entry 4 (LO2F)
4. Submit rough draft of research project final report (LO4B)

Session Seven

Learning Outcomes	Assignments/Assessments
<p>Each student will be able to</p> <ol style="list-style-type: none"> 1. Analyze and describe the behavior of individuals as consumers. <ol style="list-style-type: none"> a. Understand the role that consumer behavior plays in business and marketing decisions 2. Assess the internal and external influences that affect consumer behavior. 	<p>Each student will</p> <ol style="list-style-type: none"> 1. Read Ch. 13-14 of <i>Consumer Behavior: Buying, Having, and Being</i> 2. Participate in the following discussions: <ol style="list-style-type: none"> a. Session Seven Devotion b. Discussion 7 (LO2F) 3. Complete and submit Field Journal (LO1A, LO2EF)

- e. Evaluate self as a consumer through observation and self-assessment.
- f. Understand and describe the social and cultural settings that affect consumer behavior.
4. Apply the principles and theories of consumer behavior to market research and decision-making.
- b. Assess the outcomes of primary market research to draw conclusions about consumer perception.

4. Complete and submit Research Project Final Report (LO4B)
5. Complete and submit Quiz 3

Course Summary:

Date	Details	Due
	 Article Summary 1 https://swu.instructure.com/courses/1995737/assignments/14671502	
	 Article Summary 2 https://swu.instructure.com/courses/1995737/assignments/14676780	
	 Discussion 1.1 https://swu.instructure.com/courses/1995737/assignments/14670374	

Date	Details	Due
	 Discussion 1.2 (https://swu.instructure.com/courses/1995737/assignments/14670499)	
	 Discussion 2 (https://swu.instructure.com/courses/1995737/assignments/14671308)	
	 Discussion 3 (https://swu.instructure.com/courses/1995737/assignments/14673474)	
	 Discussion 4 (https://swu.instructure.com/courses/1995737/assignments/14676540)	
	 Discussion 5 (https://swu.instructure.com/courses/1995737/assignments/14677633)	
	 Discussion 6 (https://swu.instructure.com/courses/1995737/assignments/14678219)	
	 Discussion 7 (https://swu.instructure.com/courses/1995737/assignments/14679871)	
	 Final Consumer Behavior Field Journal (https://swu.instructure.com/courses/1995737/assignments/14679914)	
	 Journal Entry 1 (https://swu.instructure.com/courses/1995737/assignments/14671420)	
	 Journal Entry 2 (https://swu.instructure.com/courses/1995737/assignments/14673577)	

Date	Details	Due
	 Journal Entry 3 (https://swu.instructure.com/courses/1995737/assignments/14677807)	
	 Journal Entry 4 (https://swu.instructure.com/courses/1995737/assignments/14678241)	
	 Research Project Phase 1 (https://swu.instructure.com/courses/1995737/assignments/14670539)	
	 Research Project Phase 2 (https://swu.instructure.com/courses/1995737/assignments/14671363)	
	 Research Project Phase 3 (https://swu.instructure.com/courses/1995737/assignments/14673496)	
	 Research Project Phase 4 (https://swu.instructure.com/courses/1995737/assignments/14676644)	
	 Research Project Phase 5 (https://swu.instructure.com/courses/1995737/assignments/14678370)	
	 Research Project Phase 6 - Final Submission (https://swu.instructure.com/courses/1995737/assignments/14679928)	
	 Session 1 Devotion (https://swu.instructure.com/courses/1995737/assignments/14670196)	
	 Session 2 Devotion (https://swu.instructure.com/courses/1995737/assignments/14671242)	

Date	Details	Due
	 Session 3 Devotion (https://swu.instructure.com/courses/1995737/assignments/14673401)	
	 Session 3 Quiz (https://swu.instructure.com/courses/1995737/assignments/14673488)	
	 Session 4 Devotion (https://swu.instructure.com/courses/1995737/assignments/14676415)	
	 Session 5 Devotion (https://swu.instructure.com/courses/1995737/assignments/14677146)	
	 Session 5 Quiz (https://swu.instructure.com/courses/1995737/assignments/14677653)	
	 Session 6 Devotion (https://swu.instructure.com/courses/1995737/assignments/14678193)	
	 Session 7 Devotion (https://swu.instructure.com/courses/1995737/assignments/14679725)	
	 Session 7 Quiz (https://swu.instructure.com/courses/1995737/assignments/14679893)	