

MKT252 Buyer Behavior

(3 credit hours)

Course Syllabus

Course Description

This course introduces the basic processes of and influences upon decision-making by both individual consumers and organizational buyers, as well as the implications of such information toward the development of marketing strategies.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Successfully list the steps in the consumer behavior model and explain how organizations apply them in their marketing activities.
2. Examine fundamental consumer behavior principles, generalizations, theories and strategies.
3. Develop skill in expressing oneself orally and in writing.
4. Develop the specific skills, competencies, and points of view needed by marketing professionals.
5. Examine the role of and enhance their understanding of buyer behavior, consumers, market segments, culture, subcultures, social class, status, family, decision making, personal influence, diffusion of innovations, personality and self-concept, motivation, involvement, attitudes, consumer ethnocentrism, and changing attitudes.
6. Examine the role of consumers as individuals, decision makers, and culture.
7. Examine the role of consumer behavior in the marketplace.
8. Apply marketing course material (to improve thinking, problem-solving, and decision-making) within organizations and business settings.

Prerequisites/Corequisites

MKT151

Required Textbook(s) and Resources

The following items are included in your course fees:

Hawkins, D. I., & Mothersbaugh, D. L. (2020). *Consumer behavior: building marketing strategy* (14th ed.). New York: McGraw-Hill Irwin. ISBN: 9781260100044

You will have access to an electronic textbook in your course. If you desire to have physical book, a loose leaf copy may be available at a discount from the bookstore or publisher's web site.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#). You might consider registering for one of the library's many webinars on library research, source evaluation, copyright, and other topics, at the [Library Events - Upcoming Events](#) web page. For further assistance email a librarian, at: library@tiffin.edu.

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Discussion	25	20 10	20 10	20 10	20	20 20	50	225
Assignment	80	80	80	80	80	-	-	400
Quiz	25	-	-	-	-	25	-	50
Course Project	-	-	-	-	-	-	325	325
Total	130	110	110	110	100	65	375	1000

Grading Scale

A: 90-100%

B: 80-89%

C: 70-79%

D: 60-69%

F: <60%

Please see the [Academic Bulletin](#) for grade appeal information.

Course Schedule and Weekly Checklist

Week 1

- ☐ Forum (Due Monday): Activity 1.1: Meet Your Peers - Introductory Post
- ☐ Forum (Due Wednesday): Activity 1.2: Consumer Behavior - Introductory Post
- ☐ Forum (Due Saturday): Activity 1.1: Meet Your Peers - Secondary Post
- ☐ Forum (Due Saturday): Activity 1.2: Consumer Behavior - Secondary Post
- ☐ Assignment (Due Sunday): Activity 1.3: Consumption Biography
- ☐ Assignment (Due Sunday): Activity 1.4: Pre-Quiz
- ☐ Review (Due Sunday: Week 1 Introduction to Assignment: Course Project (Due Week 7)

Week 2

- ☐ Forum (Due Wednesday): Activity 2.1: Marketing Campaigns - Introductory Post
- ☐ Forum (Due Wednesday): Activity 2.2: Book Choice - Introductory Post
- ☐ Forum (Due Saturday): Activity 2.1: Marketing Campaigns - Secondary Post
- ☐ Forum (Due Saturday): Activity 2.2: Book Choice - Secondary Post
- ☐ Assignment (Due Sunday): Activity 2.3: Subcultures and Groups

Week 3

- ☐ Forum (Due Wednesday): Activity 3.1: Brand Community - Introductory Post
- ☐ Forum (Due Wednesday): Activity 3.2: Synopsis of the Book - Introductory Post
- ☐ Forum (Due Saturday): Activity 3.1: Brand Community - Secondary Post
- ☐ Forum (Due Saturday): Activity 3.2: Synopsis of the Book - Secondary Post
- ☐ Assignment (Due Sunday): Activity 3.3: Learning Factors

Week 4

- ☐ Forum (Due Wednesday): Activity 4.1: Brand Personality - Introductory Post
- ☐ Forum (Due Wednesday): Activity 4.2: Evidence in Your Book - Introductory Post
- ☐ Forum (Due Saturday): Activity 4.1: Brand Personality - Secondary Post
- ☐ Forum (Due Saturday): Activity 4.2: Evidence in Your Book - Secondary Post
- ☐ Assignment (Due Sunday): Activity 4.3: STP

Week 5

- ☐ Forum (Due Wednesday): Activity 5.1: Situational Influence and Rituals - Introductory Post
- ☐ Forum (Due Saturday): Activity 5.1: Situational Influence and Rituals - Secondary Post
- ☐ Assignment (Due Sunday): Activity 5.2: NIEPP

Week 6

- ☐ Forum (Due Wednesday): Activity 6.1: Outlet Selection - Introductory Post
- ☐ Forum (Due Wednesday): Activity 6.2: Purchase Dissonance - Introductory Post
- ☐ Forum (Due Saturday): Activity 6.1: Outlet Selection - Secondary Post

- ☐ Forum (Due Saturday): Activity 6.2: Purchase Dissonance - Secondary Post
- ☐ Assignment (Due Sunday): Activity 6.3: Post Quiz

Week 7

- ☐ Forum (Due Friday): Activity 7.1: Peer Review - Introductory Post
- ☐ Assignment (Due Friday): Activity 7.2: Final Project
- ☐ Forum (Due Saturday): Activity 7.1: PowerPoint - Secondary Post

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

Your Instructor Will Expect You to:

- Thoroughly review orientation materials (Start Here) within the first 48 hours of the term.
- Monitor your TU email account **daily** for important updates and announcements.
- Take ownership of your learning experience and act in a proactive, self-directed manner. That means:
 - Fully participate in all learning activities.
 - Complete assignments as described in rubrics or other instructions.
 - Submit all work on time and in the specified format (e.g. APA format for citations).
 - Utilize and incorporate instructor provided feedback to improve your work.
 - Ask questions so you can better understand course material or assignments.
 - Use the highest standards of intellectual honesty and integrity. For details, see the TU Library guide: [Digital Literacy: Netiquette and Internet Safety](#).
 - Treat others respectfully and demonstrate "netiquette" (online politeness and respectfulness) at all times. TU celebrates cultural uniqueness and expects all students to be considerate and thoughtful throughout their learning experiences.

You Should Expect Your Instructors to:

- Post an introductory announcement/email at the beginning of each week to provide updates and help you prepare for the week's activities.
- Maintain an active and engaged presence in all course activities and throughout the course.
- Respond to your emailed questions within 48 hours, if not sooner.
- Clearly communicate any absences or expected non-participation due to extenuating circumstances. For example, "I will be traveling to attend a funeral this week and may not be able to respond to questions or participate in forums for a couple of days."
- When grading your work:
 - clearly indicate their grading approach (what they like to see in submitted work as well as what types of errors they tend to penalize more harshly),
 - thoroughly review and evaluate your submissions in a timely manner (in less than 5 days for most assignments), and
 - provide constructive feedback on the strengths and weaknesses of your work with suggestions on how you can improve your performance on future assignments.
- Advocate for your success as a learner and help guide you toward successful completion of the course activities and most importantly, attainment of the course learning outcomes.

Accommodations (Disability Services)

The Office of Disability Services supports the institutional commitment to diversity by providing educational opportunities for qualified individuals with disabilities through accessible programs and services in compliance with Section 504 of the Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act (ADA) of 1990. If you need reasonable accommodations due to a documented disability, contact the Office for Equity, Access, & Opportunity via email at disabilityservices@tiffin.edu or by calling 419-448-3021.

Technical Support

For Moodle support, either email moodlesupport@tiffin.edu or call the 24/7 Technical Support Call Center at 855-664-1200 (3430, Option 2, from on-campus). For non-Moodle support, contact the Tiffin University ITS helpdesk at the number above or submit a [support ticket](#).

Veterans

The Veteran and Military Resource Center assists veterans, active Military, and spouses of current service members in utilizing their education benefits. VMRC provides information

regarding benefit processes and procedures, as well as support in navigating the transition from military to academic life by facilitating connections with the appropriate support services on campus. More information can be found on the Veteran and Military Resource Center website, at <http://www.tiffin.edu/va>.

Additional Support

If you need to consult an academic advisor refer to TU's [Meet the Team](#) page. For information about TU's peer tutoring program see the Murphy Center's [Tutoring Policies and Procedures](#) page.

Comments or Concerns

TU's online programs are designed to be student *driven*: to empower you with a voice and stake in your learning. Our courses feature multiple and varied ways that you can share feedback, and we invite you to become an active voice and help drive our improvement efforts. In addition to providing in-course feedback, we encourage you to submit questions or comments directly to the online team at online@tiffin.edu.