



## **MKT 332: Consumer Behavior**

Associate Professor  
919-795-9264

Jeff Myers  
On-line course

**Course Dates:** 3-9-2020 - 4-26-2020

**Course Times:** N/A

**Location:** Online, Moodle

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### **Course Description**

This course examines marketing from the point of view of key behavioral science concepts, relevant consumer research and practical marketing applications. This course examines the study of the impact of such factors as personality, motivations, perception, learning, attitudes, cultural and social influences, and life-style changes on buying behavior. This course focused on an analysis of dynamics, social class and culture on behavior in the marketplace. A review of sociological, psychological, and economic models of behavior will be included.

### **Course Objectives**

1. Apply psychological and sociological models to consumer behavior
2. Explain the consumer behavior process and describe the environmental and individual influences on consumer behavior.
3. Discuss and predict the impact of diverse consumer behaviors on the firms marketing strategy.
4. Be familiar with the principles and theories of consumer behavior and how they relate to strategic market planning.
5. Understand the consumer as an individual: personality, attitudes and behavior. Then relate these aspects to product positioning and new product development.
6. Understand the social and cultural dimensions of consumer behavior to include family, culture, subculture and social class effects on marketing and selling.
7. Understand demographics and their use in marketing.
8. Utilize concepts of consumer behavior to establish market segments and targets.
9. Understand the consumer decision-making process and how to incorporate it into a marketing plan.

## Textbook Information

Consumer Behavior - Building Marketing Strategy by Del Hawkins and David Mothersbaugh (12th edition), ISBN: 9780073530048. McGraw Hill.

## Email/Communication Policy

All emails will be answered within 24 hrs. with the exception of the weekend. If there is an immediate need for assistance, please contact Dr. Rita Anita Linger via text or cell at 919-265-7601 EST.

## Online Course

All online courses in the School of Professional Studies are fully online and require the use of Moodle or Blackboard. Weekly readings, activities, and assignments will be listed in Blackboard. If you have any problems accessing Moodle/Blackboard please contact Dr. Lori McClaren, Director of Online Learning at 919-508- 2367.

## Late Assignments

Students with serious, mitigating circumstances that prevent them from completing assignments on time should contact the instructor as soon as possible - **prior to the assignment deadline**. Students who find themselves in this situation should be prepared to provide documentation/verification of the circumstances that prevent them from submitting work on time. In these cases a contract will be established outlining the conditions for an extension.

## Missed Work / Late Work Policy

Extensions for assignments, quizzes, examinations, and discussion exercises will be made at the discretion of the instructor, and only if the instructor receives two weeks advance notice.

## Proctoring Policy

All online courses at William Peace University require two (2) proctored exams or activities. Any student who fails BOTH proctored exams/activities will receive an automatic failing grade in the course, regardless of any other grades received. For more information on proctoring options, please see: <http://www.peace.edu/files/wmpeace/proctoring-options.pdf>.

## Plagiarism policy (from student handbook):

Plagiarism is theft; it is the *deliberate or accidental* use of a source's words, interpretation, or information *without properly quoting or paraphrasing and acknowledging that use*.

In both the professional world and the academic world, plagiarism is punished. In the professional world, charges of plagiarism, when proven, carry potentially enormous financial penalties. In the academic world, universities and colleges punish plagiarism with varying degrees of severity, with the penalties ranging all the way from expulsion from the school, to automatic 'F' in the course, down to automatic 'F' on the particular project or paper.

### There are only two ways to avoid plagiarism:

1. **Quote and Citation**: Use the source's exact words, place quotation marks at the beginning and end of them, and insert a citation immediately at the end of the quotation according to the standards of the discipline.
2. **Paraphrase and Citation**: Transform (paraphrase) the source's words and information entirely into your own style of writing, and insert a citation at the end of this paraphrase. If what you write still echoes the source's words and style, you have plagiarized. If you fail to insert a citation, you have plagiarized.

### Honor Code

All students in this class will be held to the William Peace University Honor code. The William Peace University Honor code is as follows:

*On my honor as a William Peace University student, I will not lie, cheat, or steal; nor will I condone the actions of those who do.*

### Disability or Learning Services

Services are available for students who require accommodations due to any cognitive, physical, or psychological disability. For more information, or to request accommodations, contact the Learning Services Office at 919.508-2005.

### Attendance Policy

William Peace University believes that attendance and participation in class is imperative to its educational program and for student success and completion. Thus, attendance is imperative and will be taken each class meeting by the instructor. The first day of each class is required. **Class will begin promptly at 10:00 AM.** Plan accordingly to ensure that you arrive on time.

Legitimate circumstances may arise that preclude students from attending all scheduled classes. Students are required to contact the instructor prior to missing class. Students are responsible for submitting assignments on time and making up any work missed. **Missing class, arriving late and leaving early will affect your grade.**

### Class Participation

Participation in our virtual classroom is required. Therefore weekly participation is expected of all students in discussion boards, assignments, and any other class related activity. While Online Education classes are asynchronous, they are not correspondence or self-paced. Although only a portion of students grades are tied to discussion, participation is MANDATORY. *It is your responsibility to actively participate in class. Simply being present in class is not sufficient.*

## Incompletes

An Incomplete is appropriate for a student that has been making steady, successful progress in a course and has an unexpected, verifiable mitigating circumstance at the end of the semester which precludes them from completing the last assignment or exam. Poor time management is not an appropriate reason to request an Incomplete. All incomplete grade requests must be approved first by the Instructor, and then by the Director of Online Programs. If the Incomplete is approved the student will have up to six additional weeks to complete the work, as determined by the Instructor. If the student does not complete the final work, the Instructor will assign the appropriate letter grade for work completed or the grade will revert to an "F."

## Assignments and Grading

All assignments, quizzes, and discussions, unless otherwise stated, are due by Day 7 (Sunday) of the assigned week (NO EXCEPTIONS).

**The course grading is based on 1,000 total points possible, and is as follows:**

<b>A</b> = 90-100	<b>C</b> = 70-79	<b>F</b> = 59 and below
<b>B</b> = 80-89	<b>D</b> = 60-69	

As much as possible, the following general criteria will apply to all assignments:

- Put your heart into your assignments! It is important that you address the question/assignment/task. If you do not respond to the questions, then you have not met the technical requirements.
- In addition to meeting the technical requirements, other evaluative criteria include accuracy, scope, and comprehensiveness. Don't shoot from the hip. Check your facts. Clear logic and organization of thought and writing is critical. Clarity of writing and presentation style is required. Can I understand your argument, do you support your points with research and relevant ideas, how convincing are you?
- In addition, evaluation criteria will include attention to syntax, spelling, paragraph structure, and acceptable referencing procedures (where appropriate). The American Psychological Association's Publication Manual is the recommended style manual for written work. Try to avoid sexist language in your work. Remember, late papers/projects cannot earn full credit.

Participation	Percentage
Online Class Discussion and Participation	10%
Assignments	30%
Exams	Percentage
Midterm	30%
Final	30%

<b>Total for exams</b>	<b>60%</b>

## Weekly Activities/Assignments

All written requirements--assignments, reports, etc., must be as per the assigned page limit, word-processed and double-space. All work, assignments, and other requirements **submitted for grading must be written in APA format**. All assignments are due on the date indicated in the schedule. All submissions must be complete and in its entirety on the due date. Partial submissions will not be accepted for grading. Written work submitted after the due date will be considered late. **Late assignments may at the professor's discretion be graded "F."** Assignments submitted early (prior to the due date) will be accepted. Students are encouraged to be creative with their submissions. Details of the assignments and project are thoroughly explained in the syllabus and the attachments. Students who do not adhere to the above Written Work Requirements will suffer penalties of the grade for the respective assignment.

### Weekly Activities/Assignments Table for Online Courses

<b>Week 1 – [3-9 – 3-15]: Consumer Behavior and Cross-Cultural Variations]</b>	
<b>Learning in the Classroom</b>	<b>Date Due</b>
<p>During Week 1 of the course, students will explore <b>Consumer Behavior and Cross-Cultural Variations</b>.</p> <p>Video Clips:</p> <ul style="list-style-type: none"> <li>You Tube - Understanding your Customers Minds</li> <li>You Tube - How can we better understand our customers?</li> <li>You Tube - Consumer Behavior Focus Group</li> </ul>	
<b>Reading</b> <i>(All readings will be posted in Blackboard classroom)</i>	<b>Date Due</b>
<ul style="list-style-type: none"> <li>Chapter 1: Consumer Behavior and Marketing Strategy</li> <li>Chapter 2: Cross-cultural Variations in Consumer Behavior</li> </ul>	
<b>Assignments</b>	<b>Date Due</b>
<ul style="list-style-type: none"> <li>Due: Class Introduction</li> <li>Due: Discussion Questions</li> </ul>	
<b>Week 2 – [3-16 – 3-22]: Values, Demographics, and Social Stratification]</b>	
<b>Learning in the Classroom</b>	<b>Date Due</b>

<p>During Week 2 of the course, students will explore <b>Values, Demographics, and Social Stratification</b>.</p> <p>Video Clips:</p> <ul style="list-style-type: none"> <li>• You Tube - Challenges of managing cultural differences</li> <li>• You Tube - Consumer Behavior Analysis on Cultural Influence in Advertisements</li> </ul>	
<p><b>Reading</b> <i>(All readings will be posted in Blackboard classroom)</i></p>	<p><b>Date Due</b></p>
<ul style="list-style-type: none"> <li>• Chapter 3: The Changing American Society: Values</li> <li>• Chapter 4: The Changing American Society: Demographics and Social Stratification</li> </ul>	

<ul style="list-style-type: none"> <li>Chapter 3: Notes</li> <li>Chapter 4: Notes</li> </ul>	
<b>Assignments</b>	<b>Date Due</b>
<ul style="list-style-type: none"> <li>Due: Discussion Questions</li> <li>Email Final Project Topic</li> </ul>	
<b>Week 3 – (3-23 - 3-29) Subcultures, Families, and Households]</b>	
<b>Learning in the Classroom</b>	<b>Date Due</b>
<p>During Week 3 of the course, students will explore <b>Subcultures, Families, and Households</b>.</p> <p><b>Video Clips:</b></p> <ul style="list-style-type: none"> <li>You Tube - Family Life Cycle</li> <li>You Tube - Redefining Race and Ethnicity in the US</li> </ul>	
<b>Reading</b> <i>(All readings will be posted in Blackboard classroom)</i>	<b>Date Due</b>
<ul style="list-style-type: none"> <li>Chapter 5: The Changing American Society: Subcultures</li> <li>Chapter 6: The American Society: Families and Households</li> <li>Chapter 5: Notes</li> <li>Chapter 6: Notes</li> </ul>	
<b>Assignments</b>	<b>Date Due</b>
<ul style="list-style-type: none"> <li>Cultural &amp; Subcultural Analysis Due</li> <li>Due: Discussion Questions</li> </ul>	
<b>Week 4 – [3-30 – 4-5]: Reference Group Influence]</b>	
<b>Learning in the Classroom</b>	<b>Date Due</b>
<p>During Week 4 of the course, students will explore develop <b>Group Influences and Perception</b>.</p> <p><b>Video Clips:</b></p> <ul style="list-style-type: none"> <li>You Tube - Perception: Consumer Behavior</li> </ul>	
<b>Reading</b> <i>(All readings will be posted in Blackboard classroom)</i>	<b>Date Due</b>
<ul style="list-style-type: none"> <li>Chapter 7: Group Influences on Consumer Behavior</li> <li>Chapter 8: Internal Influences</li> </ul>	
<b>Assignments</b>	<b>Date Due</b>
<ul style="list-style-type: none"> <li>Due: Discussion Questions</li> <li>Midterm Exam</li> </ul>	

<b>Week 5 – (4-6 – 4-12) Learning, Memory, Product-Positioning, Self-Concept, and Lifestyle Page]</b>	
<b>Learning in the Classroom</b>	<b>Date Due</b>
During Week 5 of the course, students will explore <b>learning, memory, and product-positioning.</b>	
<b>Reading</b> <i>(All readings will be posted in Blackboard classroom)</i>	<b>Date Due</b>
<ul style="list-style-type: none"> <li>Chapter 9: Learning, Memory, and Product Positioning</li> <li>Chapter 12: Self-Concept and Lifestyle</li> </ul>	
<b>Assignments</b>	<b>Date Due</b>
<ul style="list-style-type: none"> <li>Due: Discussion Questions</li> <li>Due: Store Observation</li> </ul>	
<b>Week 6 – (4-13 - 4-19) Internal and External Search Information]</b>	
<b>Learning in the Classroom</b>	<b>Date Due</b>
During Week 6 of the course, students will explore <b>Consumer Decision Process and Information Search.</b>	
<b>Video Clips:</b>	
<ul style="list-style-type: none"> <li>Consumer's Decision Making Process - Apple</li> <li>What Is Search Engine Optimization / SEO</li> </ul>	
<b>Reading</b> <i>(All readings will be posted in Blackboard classroom)</i>	<b>Date Due</b>
<ul style="list-style-type: none"> <li>Chapter 13: Situational Influences</li> <li>Chapter 14: Consumer Decision Process and Problem Recognition</li> <li>Chapter 15: Information Search</li> </ul>	
<b>Assignments</b>	<b>Date Due</b>
<ul style="list-style-type: none"> <li>Due: Discussion Questions</li> <li>Due: Case Study Analysis</li> </ul>	
<b>Week 7 – (4-20 - 4-26) Post-Purchase Processes, Customer Satisfaction, and Customer Commitment ]</b>	
<b>Learning in the Classroom</b>	<b>Date Due</b>
During Week 7 of the course, students will explore <b>evaluation, selection, purchase, and post-purchase.</b>	
<b>Reading</b> <i>(All readings will be posted in Blackboard classroom)</i>	<b>Date Due</b>
<ul style="list-style-type: none"> <li>Chapter 16: Alternative Evaluation and Selection</li> <li>Chapter 17: Outlet Selection and Purchase</li> </ul>	

<ul style="list-style-type: none"> <li>Chapter 18: Post-Purchase Processes, Customer Satisfaction, and Customer Commitment</li> </ul>	
<b>Assignments</b>	<b>Date Due</b>
<ul style="list-style-type: none"> <li>Due: Discussion Questions</li> <li>Due: Consumer Profile Analysis</li> <li>Due: Final Exam</li> </ul>	