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**Course Syllabus**

**Consumer behavior**

**MKT 3352 sec 001**

**Summer II 2017**

**Class:** MTWRF 10-11.50 am room 103

**Instructor:** Jeffrey Harper

**Office:** BA 352W

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**Phone:** (806) 843-2028

**Web Page:** http://harper.ba.ttu.edu

**Office Hours:**  2-2.30pm M-TR and by appointment

**Course Objectives:**

The primary objective of the course is to teach students about the consumer experience in the marketplace. This course applies psychology, sociology, anthropology, and other social science concepts to marketing. We will discuss such topics as consumer decision and information process, interpersonal behavior, innovation, and other factors influencing behavior in the marketplace.

**Required Texts:** [**CONSUMER BEHAVIOR (LOOSELEAF)-W/ACCESS | Edition: 12TH 17**](http://email.facultyenlight.com/wf/click?upn=BvKiuX3CsZRQivXTPHmMdLK0A9m4QQwWsY7XDxQy4o4rwMtFP2yQA5rzHaLn5rZ0gMoWJMVA1-2FQ-2FfTJmFZpkBQ-3D-3D_jqrdyix3KEBlO45VMkmke8sdAIzffTIfT33TFs6GUQ13CGrxXzv-2B3wrHbPMDPTyK1418jp2docrze7IKeh5xLO5l-2B-2FS-2BI-2FWbNeKtOPZOqRpQKr-2FVkzsIbqntDW8s7W-2FWD5DbAzU9euo9BuSQ8bPRfPtUpQoBtAMLxb-2F5Wc-2Fa-2FJkNswzUZobVQeM7uPILOsi6v-2B3ecEG0jwpqeWw6Oe9gzGIXAklkQ-2BebD7AqWaatjE4-3D)

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**Teaching Methods:**

The course builds upon a variety of pedagogical techniques including lecturing, in class discussions, and active-learning exercises.

**Expected Learning Outcomes:**

Upon successful completion of this course, students should develop:

By the end of the course, successful students should be able to:

(1) Critically evaluate consumer behavior for yourself and others;

(2) understand the interactions between cognition, affect, and behavior;

(3) Predict market conditions that may contribute to the decision to consume;

(4) recognize the effect of marketing strategy on consumer behavior;

(5) Explain how marketing strategy interacts with cultural norms;

(6) Assess the ethical implications of marketing strategies related to consumer behavior.

**Make a name tag for first day with the following information:**

**Your name**

**Major**

**Hometown**

**Means of Assessment of Learning Outcomes:**

Exam # 1 100 points

Exam # 2 100 points

Exam # 3 100 points

Exam #4 comprehensive final 100 points

**All exams will be equally weighted; if there is a final then the exams will be worth 25%**

**Assessment Details:**

**● Exams and Quizzes:** There will be four exams on the dates specified in the course outline. The exams are not comprehensive. **You are required to take all four exams.** All exams will be equally weighted. All exams must be taken on the assigned date. These exams will be conducted on mymarketing lab through Pearson higher ed. You will need a laptop or tablet computer on these days. These exams will be conducted in class on the assigned date. A missed exam will be recorded with zero points. Also, if you come late for the exams you will receive a zero points. The examinations are “closed book” and consist of multiple-choice questions. There are **no make up exams** except as allowed by university policy for observance of religious holy days in accordance with OP 34.19 or official university business in accordance with OP 34.04. Advanced notice of absences due to religious observances or official university business must be given in writing to the instructor of the class. All exams refer to material from the book chapters and the lectures. Students are responsible for both in terms of preparation for the exams. **Note:** It is not possible to cover everything from the assigned texts in class and not everything discussed in class can be found in the book – students are still responsible for revising both types of course material. In addition to the exams, there will be quizzes over each chapter. **THERE IS NO EXTRA CREDIT, PROJECTS, PAPERS ETC…** By taking the quizzes daily and having no fewer than 2 or less absences results in 2pts added to your final grade. **THE FINAL EXAM IS CUMMULATIVE. IF the class maintains at least 90% of the class attending every class then there will be no final. The final does not become optional, your grade will be determined by the four exams and will all be equally weighted.**

**Quizzes**

Each day, each group will email me **WORD** Format, 20 multiple choice quiz questions and answers, over the next day’s material. **True false is not multiple choice.** **These will have to be that groups own work meaning that you cannot use a publishers study resources for these questions.** These will need to be emailed to me no later than 11pm each day. Each day I will give a daily quiz from these questions and others that I create. If you give me good quiz questions I will use them on the exam. I will post all quiz questions onto the website for exam preparation. I will use these quizzes as a participation tool. By taking the quizzes daily and having no fewer than 2 or less absences results in 2pts added to your final grade. If you have a 76 and do not miss more than 2 times you will end up with a 78 which is a “C”. If you have a 78 and do not miss more than 2 times you will end up with a 80 which is a “B”. I will round your grade one time.

Students are strongly encouraged to actively share their views in class discussions. Attendance alone is not considered active participation. Disrespectful or disturbing behavior of students during class time will have a negative impact on the class participation grade and the student(s) will be asked to leave the class room. Use of cell phones, outside reading material and tobacco products is prohibited in class.

**Grading Format:**

90 – 100 points = A

80 – 89 points = B

70 – 79 points = C

60 – 69 points = D

0 – 59 points = F

**Please Note:**

* Charts of all lectures will be posted for downloading on the instructor’s webpage as the semester progresses.
* Students are responsible for all announcements made in class and on the instructor’s webpage.
* **This syllabus has a pedagogical purpose and is not contractual in nature. The instructor may modify the syllabus including the class schedule during the course of the semester.**

**Class Conduct:**

Standards of academic honesty will be observed in accordance with TTU policy, as detailed in Operating Policy 34.12. Cheating (as defined by Operating Policy 34.12) during an exam or quiz will result in the grade F for the respective exam and will be reported to the Dean for further disciplinary action. Also, “misrepresenting facts” (as defined by Operating Policy 34.12) or obtaining information via plagiarism (as defined by Operating Policy 34.12) will be reported to the Dean for further disciplinary action.

**ACADEMIC INTEGRITY / DISHONESTY (Operating Procedure 34. 12)**

As stated in the TTU Catalog: “It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work that they have not honestly performed is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension.”

**DISABILITY ACCOMMODATION (Operating Procedure 34.22)**

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services in West Hall or call 806-742-2405.

**RELIGIOUS HOLY DAY OBSERVANCE (Operating Procedure 34.19)**

A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**GRADE AND COURSE COMMUNICATION: Blackboard**

**CHEATING**

If you are caught plagiarizing a study guide, using or receiving or sending unauthorized material (such as test banks, quizzes etc) you will receive a zero for your final grade and will be sent to the TTU office of student conduct for further sanctions. Additionally, I will not allow you to take another class of mine while you are enrolled as a Rawls College of Business student.

**My Course Rules:**

1. Do not be distracted during class or distract others: examples of distracting behavior would be texting, reading email, sleeping, surfing the web, listening to music etc. If you are caught doing this you will be marked absent and asked to leave the class room. Habitually being asked to leave will result in your advisor and/or Dean being informed and for further disciplinary action which may result in your being dropped from the class.

2. Be on time to class: By being on time you will not cause a disruption to your other classmates

3. Bring your name tag every day

4. Do not read or talk to your neighbor once class has started. I will treat you with respect and expect the same in return.

5. If you have a question about the material raise your hand and ask If you have a question please feel free to stop by me by raising your hand and I will answer your question. If I still don’t answer it I will attempt every way possible to explain the question. I firmly believe that answering questions is my job and that there are no bad questions.

6. If you need to email me: I will only respond to professionally written correspondences. If you address me in your email as: “hey,” “harper,” or “bro” for example, I will not read nor respond to your email. Additionally, I cannot respond to your email without knowing which class of mine you are in. Therefore it is in imperative to not only emailing me in a professional manner but to also include which class you are referring to. Professionally written correspondences also does not include short hand text phrases or emoji’s. As I’m a middle aged adult, I do not know what these are and will not waste my time trying to figure them out.

7. Don’t cheat, plagiarize: If you are caught cheating or plagiarizing on any assignment you will immediately be given an “F” for the course and you will be reported to the dean for further disciplinary action.

**If you are caught texting, talking, doing homework for other classes, you will be asked to leave and will be counted absent. DO NOT USE YOUR CELLPHONE IN CLASS, to Text, Facebook, Instagram etc.. IF I CATCH YOU DOING ANY OF THE ABOVE EVEN ONE TIME, YOU WILL BE DISMISSED FROM CLASS AND GIVEN A ZERO FOR THAT DAY’S QUIZ, NO EXCETPIONS!!!!**

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| **Dat** | **Topic** | **Assignment** |
| July 11 | Class Overview | Read chapter 1. |
| July 12 | Ch. 1 buying, having and being | Read Chapter 2 |
| July 13  July 14 | Ch. 2 consumer and social well being  Ch. 3 perception | Read Chapter 3  Read Chapter 4 |
| July 17  July 18 | Ch. 4 learning and memory  **EXAM 1 Ch. 1-4** | Study for Exam  Read Chapter 5 |
| July 19 | Ch. 5 Motivation and Affect | Read Chapter 6 |
| July 20  July 21  July 24 | Ch. 6 The self: mind, gender, and body  Indv study day  Special lecture-ch 6 | Read Chapter 7  Read Chapter 7 |
| July 25  July 26  July 27  July 28  July 31  Aug 1  Aug 2  Aug 3 | Ch 7. Personality, lifestyles, and values  Ch. 8 attitudes and persuasive communications  **EXAM 2 Ch. 5-8**  Individual study day  Ch. 9 Decision making  Ch. 10 buying, using, and disposing  Ch. 11 groups and social media  Ch. 12 income and social class | Read Chapter 8  Study for exam 2  Read chapter 9  Read Chapter 10  Read Chapter 11  Read chapter 12  Read chapter 13 |
| Aug 4  Aug 7  Aug 8  Aug 9 | Indv study day  Exam 3 ch. 9-12  Ch. 13 subculture  Ch. 14 Culture | Study for exam  Read Chapter 14  Read chapter 15 |
| **Aug 11 \***  **11 am-1.30 pm** | **Comprehensive Final (if class does not meet attendance goal)** |  |
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