



## MKT3342 Consumer Behavior

Spring 2007  
Section 70

Important Information	
Professor:	Dr. R. Nicholas Gerlich
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**This is a dynamic document! It will be updated frequently. Please visit this page regularly!**

*Last updated: 16 January 2007.*

Links appear in red and turn gray when you run your mouse over them. Once you have visited a link, it will remain purple.

### Communications:

For the best means of communicating with me, I strongly encourage you to use the CourseMail option in WTONline, or dial my cell phone number. I am reachable pretty much 24/7 (but please remember that I do need to sleep!). In recognition of our changing lifestyles, I try to be available every day of the week. The only time I turn off my ringer is during meetings, church, and a few various other times. Please feel free to contact me.

### Disabilities:

*West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Disability Support Services and to contact the faculty member in a timely fashion to arrange for suitable accommodations.*

### Required Text:

*Consumer Behavior (10th edition) (2007) by Hawkins, Mothersbaugh, & Best.*

**Course Description and Objectives:**

This course will examine the study of consumers, and the many influences that shape their buying behavior. The course will be broken into three major topical areas: social and cultural influences, personal influences, and the consumer decision making process.

By its very nature, the study of consumer behavior includes the ethical question of whether it is even acceptable to study consumers, and whether this study violates a person's privacy. These issues will be considered throughout the semester to help students develop their own ethic of the topic.

Students will be assigned a topic of interest for in-depth study that will form the basis of the semester project. This project will be completed in a small-group setting, and will include submitting a written research paper.

Specifically, the objectives for the course are as follows:

1. Students will demonstrate the knowledge and understanding of the factors affecting the consumer behavior process, as evidenced by their scores on four examinations.
2. Students will show their ability to research a consumer behavior topic through the completion of the research paper.

**College of Business Writing Component:**

Students earning a BBA degree must complete at least one course with a writing component outside of their major as part of the business core requirements. The College of Business writing component is a requirement in the following courses: ACCT 3311, ACCT 4315, CIS 3312, CIS 4355, ECON 4312, ECON 4361, FIN 3350, FIN 4321, MGT 4333, MGT 4370, MKT 3342, MKT 3350, QBA 4331 (general business majors must take QBA 4331). Students in a writing component course are explicitly required to demonstrate knowledge of communication skills. Specific objectives may include but are not limited to the following concepts put forth by the National Business Education Association: (1) ability to organize a written and an oral message coherently and effectively, (2) ability to use technology for communication, (3) ability to research a topic, prepare a report, and present the findings to all organizational levels, and (4) ability to demonstrate critical-thinking skills. Specific course requirements and the role of the writing component with respect to student grading policy are at the discretion of the course instructor of record.

**Grade Policy:**

Your grade will be determined in the following manner:

4 Exams @ 75 points	300
Group Project	200
Online Homeworks 10 @ 10 pts	100
Bulletin Board Participation	200
Total	800

Grades will NOT be curved at the end of the term, nor at any other time. The grade you will receive is the direct result of your efforts and outputs in this class. ALL students must read the Grading Policy statement at the bottom of this document regarding grades, cheating, and other classroom procedures.

A = 720-800	B = 640-719	C = 560-639	D = 480-559	F = 0-479
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**Exams:**

There will be four exams given during the semester. They are NOT cumulative. These exams will be

challenging **open-book group essay exams**. You will have several days to complete each exam. Test questions will center on practical application of the assigned readings. The current semester exam will be made available by 8:00am CT on the dates specified. Your group response (only one exam form per group) will be due by 11:55pm CT the Monday following the opening of the exam period. Please check the Exams folder in the FileCabinet under the Lessons tab.

### **Online Homeworks:**

There are ten online homeworks that you must complete. Please see the table of links in the FileCabinet section under the Lessons tab. These homeworks involve writing short responses to the questions asked. Each response should be a minimum of 100-150 words. (This is a guideline. Please feel free to go beyond this length if you are so led.) The questions deal with applications of the materials you will learn in the course. You may work ahead if you wish. Please note, though, that your homeworks are due **NOT LATER** than 11:55pm on the due date listed. No exceptions! These homeworks are **individual assignments**, not group assignments. Please check the Homework folder in the FileCabinet under the Lessons tab.

### **Class Participation:**

It is expected that each student will participate in Bulletin Board discussions. Your regular and active participation is required! A full 25% of your grade will be derived from your performance in this one component.

MKT3342 is one of the writing-intensive courses in the College of Business curriculum. As such, you will be doing a lot of writing this semester.

There are various ways to participate in the Bulletin Board:

- (a) I will regularly toss out general discussion questions. You can respond to me and/or your peers who respond.
- (b) I will post my Daily Blog, featuring essays on anything and everything, from marketing and e-commerce to buyer behavior, economics, culture and society, new items, church, life in general, and more. It won't take you long to figure out that I teach from my blogs. You can respond directly to me and/or to your peers who respond.
- (c) You may initiate your own threaded discussion. It's your board as much as it is mine, so have fun on it.
- (d) You may respond to threaded discussions launched by your peers.

As you can see, there is a lot of room for your participation here. Sometimes the volume will be overwhelming. Do your best to keep up with the conversation by checking in regularly. Still, I do **NOT** require you to respond to every single posting. Do as much as you can, but also have a life.

Bear in mind that you are being graded on both quantity and quality. Do not think it will suffice to merely type one-sentence responses and expect it to count a lot. I will use the search feature in our board to track each person's contributions. You will also be compared to your peers, so you should view this as somewhat competitive. For a benchmark, last semester it took 90-100 posts to get full credit in the Class Participation department. Numbers alone, though, do not guarantee an "A" in this component. You must make a contribution in your postings.

My goal is to fully engage each student in this course. If you are willing to be an active participant in this component of the course, I am sure you will find the entire class to be a rewarding experience.

**NOTE: Please limit yourself to replying to topics that are 5 or fewer days old. I am unable to dig through each and every original posting looking for new replies once we get into week 2 and beyond. That said, I read each and every posting you make, using my "rolling" 5-day window.**

### **MKT3342 Group Project**

You will form your own groups, with whom you will be working the duration of the term. The assigned topic

below is relevant to current issues in consumer behavior. Please see the Group Project Info section in the FileCabinet under the Lessons tab.

## Class Schedule

*Note: The corresponding lecture for each chapter is accessed through the "Course Content" dropdown menu. "Unit" means "Chapter," so Unit 01 is the lecture for Chapter 1*

Date (week of)	Activity
15 January	Ch 1; Intro to CB and Mktg Strategy
22 January	Ch 2; Cross-Cultural Influences
29 January	Ch 3; American Culture
05 February	Ch 4; American Demographics
12 February	Ch 5; American Subcultures
12 February	<b>Exam #1 (ch 1-5)--available 15 February</b>
19 February	Ch 6; The American Family
26 February	Ch 7; Group Influences
26 February	Group Communications
05 March	Ch 8; Perception
19 March	Ch 9; Learning
19 March	<b>Exam #2(ch 6-9)--available 22 March</b>
26 March	Ch 10; Motivation, Personality, & Emotion
26 March	Ch 11; Attitudes
02 April	Ch 12; Self-Concept & Lifestyle
02 April	Ch 13; Situational Factors
09 April	Ch 14; Problem Recognition
09 April	<b>Exam #3(ch 10-14)--available 12 April</b>
16 April	Ch 15; Information Search
16 April	Ch 16; Alternative Evaluation
23 April	Ch 17; Purchase
30 April	Ch 18; Post-Purchase Outcomes
30 April	<b>Exam #4(ch 15-18)--available 03 May</b>

### Grading Policies

I do not believe in "curving" grades. In other words, you get what you deserve. I abide strictly by the grade scale listed in the course syllabus. There will be no free points, no free grade adjustments, no lenience. Period.

If you are having difficulty with the course during the semester, you should consider dropping the course. But if you do decide to abandon the course, for whatever reason, you must actually withdraw from it. Do not ask me to give you a "withdrawn--passing" grade at semester's end. Any student for whom there are missing data (exams, projects, etc.) with no indication that the course was officially dropped, will receive a failing grade for the course (or whatever grade is appropriate given their cumulative total).

I will not tolerate non-participation in your group assignments and exams. Your peers will be completing evaluation forms at the end of the semester, and if it becomes apparent that you abandoned your group, your grade will be lowered. **Do not take this lightly!**

I will not tolerate any form of cheating, which can take the form of copying from others during exams, plagiarizing, sharing, etc. For any assignment or exam for which you have cheated you will receive the most severe penalty available under university rules. This will be at minimum a score of 0 for the said exam or assignment.

**I will not respond to pleas at semester's end for additional points, extra consideration, etc.** If you feel there has been a mistake on my behalf regarding the posting of your grades, you may feel free to contact me, and I will investigate the matter. Under no circumstances, however, will I make adjustments simply for your benefit.

Finally, if you are having difficulty completing the course because of health problems (yours or that of close family members), or other personal matters, it is your responsibility to meet with me to discuss your options.

**Obligatory Stuff:**

**SCHOLASTIC DISHONESTY**

It is the responsibility of students and instructors to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. Commission of any of the following acts shall constitute scholastic dishonesty. This listing is not exclusive of any other acts that may reasonably be said to constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so; submission of a paper or project prepared by another student as your own. You are responsible for being familiar with the university's Academic Integrity Code .

**PHYSICAL OR EDUCATIONAL ACCESS**

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**EVACUATION STATEMENT (in case you find yourself on-campus)**

If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assemble area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651-5000 or 911). In the event an evacuation is necessary: evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should bring this to the attention of the instructor at the beginning of the semester.

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