

MKTR 3371 – Consumer Behavior – Spring 2023 – Course Syllabus
SRSU – RGC – WEB - XXX

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Office Hours: Mondays: 10 AM to 1:00 PM
 Tuesdays: 3:00 to 7:00 PM
 Wednesdays: 10:00 AM to 1:00 PM

Other hours by appointment

Prerequisite: Marketing 3307 – Principles of Marketing
Required Textbook: Consumer Behavior, 7th Edition – Cengage Learning. Authors:
Hoyer, Macinnis & Pieters. MindTap Marketing, one term (6 months)
ISBN for the e-Book and the MindTap Access Card: 978-130-564-0085

To register for MindTap, click on the link to the course on Blackboard and follow the steps to enroll and purchase MindTap with the eBook.

The instructions below will walk you through the registration process:

<https://startstrong.cengage.com/mindtap-blackboard-ia-no/>

All three exams and MindTap Quizzes will be done on Blackboard

For registration or MindTap questions, please call Cengage customer support at 1-800-354-9706

Course Description:

This course will probably be unlike any other business course you have taken. It is designed to provide an overview of the psychological characteristics and processes that impact how, when, and why people buy, use, and dispose of goods.

Marketing begins and ends with the consumer, from determining their needs to satisfying them – therefore, anyone wishing to understand marketing must first understand the consumer.

Student Learning Outcomes (SLOs)

After successfully completing this course, students will be able to discuss the role of the consumer from a variety of disciplinary approaches, including:

1. The impact of income, social classes, ethnicity, and religion
2. The role of the self
3. Situational influences and post-purchase evaluation.
4. Understand why transparency is an increasing concern when consumers want to know what a brand or company stands for.

Course Requirements and Grading Policy:

1. Exam# 1 worth 100 points at 25% of the total grade - **Blackboard**
2. Exam # 2 worth 100 points at 25% of the total grade - **Blackboard**
3. Exam # 3 worth 100 Points at 25% of the total grade - **Blackboard**
4. MindTap assignments worth 100 points at 25% of the total grade - **Blackboard**

Total: 25% + 25% + 25% + 25% = 100%

Grading Scale:

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = Bellow 60

Exams:

Questions for the Three Exams will come from the material in the textbook, PPTs, videos (generally embedded in the PPTS), and marketing articles (provided by the instructor). **All three exams are available on the Blackboard's pulldown menu on the left-hand side under MindTap Exams 1, 2 and 3**

MindTap Quizzes

Every assigned chapter in the text includes a MindTap assignment (a quiz with ten multiple-choice questions) for a total of 100 points @ 25% of the total grade.

Each MindTap assignment may be taken up to two times without penalty before the deadline. Only the highest score will be used for grading purposes.

MindTap assignments will not be accepted after the deadline, and the due date will not be changed. NO EXCEPTIONS.

All MindTap assignments are available on the Blackboard's pulldown menu on the left-hand side under MindTap Quizzes.

Course Outline – MKTR 3371 – Consumer Behavior – Spring 2023

Date	Chapter	Assignment
Wednesday, January 18	Chapter 1: Understanding Consumer Behavior	MindTap Quiz Chapter 1: Due Monday, January 23, no later than 10 PM. Blackboard
Monday, January 23	Chapter 3: From Exposure to Comprehension	MindTap Quiz Chapter 3: Due Monday, January 30, no later than 10 PM. Blackboard
Monday, January 30	Chapter 4: Memory and Knowledge	MindTap Quiz Chapter 4: Due Monday, February 6, no later than 10 PM. Blackboard
Monday, February 6	Chapter 5: Attitudes Based on High Effort	MindTap Quiz Chapter 5: Due Monday, February 13, no later than 10 PM. Blackboard
Monday, February 13 - Exam One Chapters 1-3-4-5	Exam 1 is available on the Blackboard's pulldown menu on the left-hand side under MindTap Exam 1 from 5 AM until 11 PM.	40 multiple-choice questions from the assigned chapters in the textbook, PPTs, videos, MindTap quizzes, and articles. The time allowed for completion is one hour (60 minutes). Blackboard
Monday, February 20	Chapter 6: Attitudes Based on Low Effort	MindTap Quiz Chapter 6: Due Monday, February 27, no later than 10 PM Blackboard
Monday, February 27	Chapter 7: Problem Recognition and Information Search	MindTap Quiz Chapter 7: Due Monday, March 6, no later than 10 PM. Blackboard.

Monday, March 6	Chapter 8: Judgment and Decision-Making Based on High Effort	MindTap Quiz Chapter 8: Due Monday, March 20, no later than 10 PM. Blackboard
March 13-17: Monday-Friday	Spring Break – No Class	No MindTap Assignment
Monday, March 20	Chapter 9: Judgement and Decision-Making Based on Low Effort	MindTap Quiz Chapter 9 Due Monday, March 27, no later than 10 PM. Blackboard
Monday, March 27 Exam Two Chapters 6-7-8-9	Exam 2 is available on the Blackboard's pulldown menu on the left-hand side under MindTap Exam 2 from 5 AM until 11 PM.	40 multiple-Choice Questions from the assigned chapters in the textbook, PPTs, videos, MindTap quizzes, and articles. The time allowed for completion is one hour (60 minutes). Blackboard
Monday, April 3, 2023	Chapter 10: Post-Decision Process	MindTap Quiz Chapter 10: Due April 10, no later than 10 PM. Blackboard
Monday, April 10	Chapter 11: Social Influences on Consumer Behavior	MindTap Quiz Chapter 11: Due Monday, April 17, no later than 10 PM. Blackboard
Monday, April 17	Chapter 14: Psychographics: Values, Personalities, and Lifestyles.	MindTap Quiz Chapter 14: Due Monday, April 24, no later than 10 PM. Blackboard
Monday, April 24	Chapter 15: Innovations, Adoptions, Resistance, and Diffusion	MindTap Quiz Chapter 15. Due Monday, May 1, no later than 10 PM. Blackboard

Monday, May 1: Exam Three (Final Exam) Chapters 10-11-14-15

Exam 3 is available on the Blackboard's pulldown menu on the left-hand side under MindTap Exam 3 from 5 AM until 11 PM.

40 multiple-choice questions from the assigned chapters in the textbook, PPTs, videos, MindTap Quizzes, and articles. The time allowed for completion is one hour (60 minutes)
Blackboard

Americans with Disabilities Act (ADA)

Sul Ross State University, Rio Grande College is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility service. Students seeking accessibility services must contact Mrs. Paulette Harris, Executive Assistant to the Vice-President and Dean, at 830-279-3023 or email pharris@sulross.edu.

Distance Education Statement: Students enrolled in distance education courses have equal access to the university's academic support services, such as Smartthing, library resources (online databases, for example), and instructional technology support. For more information about accessing these resources, visit the SRSU website. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain proper equipment and software according to the needs and requirements of the course, as outlined on the SRSU website.

Marketable Skills for the Aligned BBA Degrees

- 1:** Students will be able to apply the principles of business they learn to manage existing businesses or create new businesses.
- 2:** Students will have the ability to use research and analysis to make informed decisions.
- 3:** Students will have the ability to write business letters, emails, resumes, and reports
- 4:** Students will have the ability to make effective oral presentations to both professional and general audiences.