

*Sul Ross State University*  
*Department of Business Administration*

**Consumer Behavior - Online**

MKT 3371  
Summer 2023  
Section 1: Online W01

Professor: Dr. William C. Green  
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Office Hours: TBA & By appointment

**Course Description:**

Analysis of individual and aggregate market behavior of consumers and the use of theoretical and empirical consumer information in developing marketing policies and strategies. Topics will include, but not be limited to, intrapersonal, interpersonal and facilitating variables which influence directly or indirectly the processes of consumption behavior.

**Prerequisite:**

MKT 3370 & Junior Standing

**Course material(s):**

Mothersbaugh; **Consumer Behavior – Building Marketing Strategy**, 14<sup>th</sup> ed., New York, NY: McGraw-Hill, Irwin, 2022. *ISBN: TBA – A link will be sent*

**Course objectives:**

The overriding objective of this course is to develop an understanding of the relevancy of consumer decisions to the strategies of business, non-profit and social organizations.

A basic understanding of various models of consumer behavior and an appreciation of problems in using these to make decisions.

Development of a broad and deep vocabulary of consumer behavior terminology.

Sophistication of your role as a consumer in both the business and personal senses.

In sum, a fundamental and practical working knowledge of consumer behavior as an aid in further study and vocational pursuits.

**Course Grades:**

Grades in this course will be determined on a percentage/points basis. Points for course requirements follow:

Engagement – Responsiveness	15%	150
CONNECT – Learn-Smart	15%	150
CONNCEt – Other	15%	150
Discussion Forums	15%	150
Consumer Insight Assignments	20%	200
TBA	<u>20%</u>	<u>2000</u>
TOTAL	100%	1000

Grades in the course will be assigned as follows:

- A = 90 - 100%
- B = 80 - 89%
- C = 70 - 79%
- D = 60 - 69%
- F = Below 60%

**Engagement/Responsiveness:**

The purpose of this graded course component is solely a function of the fact that this is an online course. As such, it is critically important that you are “engaged!” That is – that you are active in the course; responsive in submitting work; timely in responding to various requests I may have and so forth. This is intentionally a small percentage but an important component nonetheless. In short, I want to try and ensure that each of you is “on top” of course components and that the course takes on a high priority in your life for the next several weeks.

**Connect Learn-Smart - Assignments:**

There are actually two Learning Management Systems in this course – CONNECT – C - & Black-Board – BB. There are some assets with C which are valuable learning aids. Some are simply chapter learning aids and others are more involved. BB does NOT offer anything close to these learning assets. Plus, as there is considerable material to cover, C is an effective way to assist. There are also things associated with BB that will help with the abbreviated format of the course. Most of the C assignments will be individually based which is another reason it (C) is useful. Assignments will be announced in advance but will not be linked to BB as to grading and so forth. One element of this category is the Learn-Smart tool in CONNECT. **Note that some of the chapters are graded and some are not. It is my hope you read ALL chapters assigned for continuity but make sure and complete the graded chapter assignments and by the due date!**

**Connect - Other:**

As noted in the previous course component, there are actually two Learning Management Systems in this course; CONNECT C & Black-Board BB. There are some assets with C which are valuable learning aids. One learning aid which is easily administered and applied is the exam

component based on individual chapter content. Variations on this are review question modules which are also important. As there are some textbook chapters that are more important and require more emphasis than others, some chapters will necessitate more emphasis while others will not. Once again, assignments will be announced in advance but, unlike *C Assignments* (per above), you will be expected to complete these assignments within a relatively short window (time span). The C work assigned is intended to be completed on an individual basis and should be completed entirely as such. As there is considerable material to cover, C is an effective way to assist. **Please complete assignments in order and at your own pace but on time!**

### **Discussion Forums:**

This class is conducted on a hybrid basis (combined in-class and online) which changes several things but leaves many things intact. One element that does not change is that proper preparation and class involvement are important. **These type courses require much higher levels of discipline and self-motivation than do exclusive in-class offerings.** Therefore, active participation and class contribution are mandatory and deviations from this can only reflect negatively on your performance. So, try hard to stay up and so forth. The Discussion forum (DF) topic will be announced on the announcement page but you may not know the topic until the forum begins.

Discussion forums are a valuable and integral part of the course. You are encouraged to contribute at your own initiative and online discussion grades, for example, will be based upon quality of comments more than on quantity. Once more, it is relatively ***easy to stay up with course progress but more difficult to catch up*** once one falls behind. Finally, if you have difficulty with any aspect of the course, please let me know as early as possible. I will work on fixing whatever may be broken but I have no way of knowing this unless you let me know! **Remember that 15% is a still a “good chunk” of your grade.**

### **Consumer Insight Assignments:**

At the end of each chapter, there are what are called – *Consumer Insight* - “scenarios” – and there are a few questions that are related to those insights. We will do some of these and depending on how engaged the class is, we will either increase or decrease the number. They are very appropriate for the course but that does not necessarily mean much unless they spark interest. When responding to these, make sure you answer the question as you think a working professional rather than just what you think I might be after or how I might be leaning. And, I do like to see practicality and thoughtfulness revealed in your responses.

### **TBA:**

The syllabus you are viewing is not the final version for the course. It is close but has been thrown together to satisfy some state mandate requiring syllabi for the entire summer be posted by today! More on this will be forthcoming as the second summer session draws closer.

**A Final Point:**

*Please read the following statement carefully:*

*This syllabus represents the plan of action for the course. It is, in many ways, a contract between us. Should you lose this document, not understand any part of it, or most important, not agree with some component contained in it, please let me know.*

*Make sure to modify the tentative schedule as necessary.*

***Students with Disabilities***

***Qualified students with disabilities needing academic or other accommodations to ensure full participation in the programs, services and activities at Sul Ross State University should contact the Office of Student Support Services, Ferguson Hall Room 112, Box C-117, Alpine, Texas 79832 (915) 837-8203.***

**Tentative Course Outline\***

<i>Week</i>	<i>Topic</i>	<i>Assignment*</i>
July 10	Forum – Syllabi – First Assignments Posted June 1 (Wednesday is first official day of class)	See BB
17	Assignments Due per BB	
24	Assignments Posted per BB – Forum	
31	Assignments Dues per BB – Forum	
August 07	Last Assignments Due per BB - Wrap-up	
14	Final Examination(s) – Tuesday, August 15 <sup>th</sup> .	

\* A MASTER SCHEDULE will be posted and while the syllabus provides a plan of action, the MASTER is the “go to” place for due dates, point totals, etc. Assignment should be completed by the day it is assigned or at least during the week it is assigned (per BB) - ***also note that we will not cover all chapters nor all parts of the chapters we do cover!! Reading responsibility should be relatively easy to determine as Action assignments and chapter questions will correspond closely to chapter responsibility.***