

MKTR 3371 – Consumer Behavior – Spring 2024 – Course Syllabus
SRSU – RGC –

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Office Hours: Mondays: 10 AM to 1:00 PM
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Other hours by appointment

Prerequisite: Marketing 3307 – Principles of Marketing
Required Textbook: Consumer Behavior, 8th Edition – Cengage Learning.
Authors: Hoyer, Macinnis & Pieters. MindTap Marketing.

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.

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 satisfies 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: 100 points at 25% of the total grade - **Blackboard**
2. Exam # 2: 100 points at 25% of the total grade - **Blackboard**
3. Exam # 3: 100 Points at 25% of the total grade - **Blackboard**
4. MindTap Quizzes: 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, and videos (generally embedded in the PPTS). **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 2024

| Date & Chapter | Assignment |
|---|--|
| Wednesday, January 17 Chapter 1: Understanding Consumer Behavior | MindTap Concept Check Quiz Chapter 1: Due Monday, January 22, no later than 11 p.m. Blackboard |
| Monday, January 22 Chapter 3: From Exposure to Comprehension | MindTap Concept Check Quiz Chapter 3: Due Monday, January 29, no later than 11 p.m. Blackboard |
| Monday, January 29 Chapter 4: Prior Knowledge, Long-Term Memory, and Retrieval (Remembering | MindTap Concept Check Quiz Chapter 4: Due Monday, February 5, no later than 11 p.m. Blackboard |
| Monday, February 5 Chapter 5: Attitudes Based on High Effort | MindTap Concept Check Quiz Chapter 5: Due Monday, February 19, no later than 11 p.m. Blackboard |
| Friday, February 9 – Practice Test For Exam One Chapters 1-3-4-5 | The Practice Test for Exam One Chapter 1-3-4-5 will be available on Friday, February 19, from 5:00 a.m. until 11 p.m. |
| February 12 and 13: Exam One Exam One, Chapters 1-3-4-5, is available from Monday, February 12, at 5:00 a.m. until Tuesday, February 13, at 11:00 p.m. on the Blackboard's pulldown menu on the left-hand side under MindTap Exam 1 | 40 multiple-choice questions from the assigned chapters in the textbook, PPTs, videos, and MindTap quizzes, The time allowed for completion is one hour (60 minutes). Blackboard |
| Monday, February 19 Chapter 6: Attitudes Based on Low Effort | MindTap Concept Check Quiz Chapter 6: Due Monday, February 26, no later than 11 PM Blackboard |
| Monday, February 26 Chapter 7: Problem Recognition and Information Search | MindTap Concept Check Quiz Chapter 7: Due Monday, March 4, no later than 11 PM. Blackboard. |

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| Monday, March 4: Chapter 8: Judgement and Decision-Making Based on High Effort | MindTap Concept Check Quiz Chapter 8: Due Monday, March 18, no later than 11 p.m. Blackboard |
| March 11-15: Monday-Friday | Spring Break – No Class |
| Monday, March 18: Chapter 9: Judgement and Decision-Making Based on Low-Effort | MindTap Concept Check Quiz Chapter 9 Due Monday, April 1, no later than 11 PM. Blackboard |
| Friday – March 22 – Practice Test for Exam Two: Chapters 6-7-8-9 | Practice test for Exam 2 – Chapters 6-7-8-9 Available on Friday, March 22, from 5:00 a.m. until 11:00 p.m. |
| March 25 and 26: Exam Two Exam Two, Chapters 6-7-8-9, is available from Monday, March 25 at 5:00 a.m. until Tuesday, March 26 at 11:00 p.m. on the Blackboard’s pull-down menu on the left-hand side under MindTap Exam Two. | 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 1, 2023 Chapter 10: Post-Decision Process | MindTap Concept Check Quiz Chapter 10: Due Monday, April 8, no later than 11:00 p.m. Blackboard |
| Monday, April 8, 2023 Chapter 11: Social Influences on Consumer Behavior | MindTap Concept Check Quiz Chapter 11: Due Monday, April 15, no later than 11 p.m. Blackboard |
| Monday, April 15, 2023 Chapter 14: Psychographics: Values, Personalities and Lifestyles | MindTap Concept Check Quiz Chapter 14: Due Monday, April 22, no later than 11:00 p.m. Blackboard |
| Monday, April 22, 2023 Chapter 15, 2023: Innovations, Adoptions, Resistance and Diffusion | MindTap Concept Check Quiz Chapter 15. Due Monday, May 1, no later than 10 PM. Blackboard |
| Monday, April 29 - Practice Test for Exam 3: – Chapters 10-11-14-15 | Practice Test for Exam 3: – Chapters 10-11-14-15 will be available on Monday, April 29, from 5:00 a.m. until 11:00 p.m. |

May 1 and 2: Exam Three.
Exam Three, Final Exam, Chapters 10-11-14-15 is available from Wednesday, May 1 at 5:00 a.m. until Thursday, May 2 at 11:00 p.m. on the Blackboard's pull-down menu on the left-hand side under MindTap Exam Three.

40 multiple-choice questions from the assigned chapters in the textbook, PPTs, videos, and MindTap Quizzes,
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 Mary Schwarze, Director of Counseling and Accessibility Services, at mschartze@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.

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 be able to use research and analysis to make informed decisions.
- 3:** Students will be able to write business letters, emails, resumes, and reports
- 4:** Students will be able to make effective oral presentations to both professional and general audiences.