

Sul Ross State University
Department of Business Administration

Consumer Behavior – Online

MKT 3371
Summer 2024
Online 1W2

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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**, 15th ed., New York, NY: McGraw-Hill, Irwin, 2024. *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.

Student Learning Outcomes:

- SLO1 Analyze and solve business problems across major business functions, using fundamental business principles and strategies
- SLO 2 Communicate business information through written, oral and other delivery processes
- SLO 3 Identify and discuss the impact of ethical and social responsibility issues in business

Course Grades:

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

Engagement – Responsiveness	10%	100
CONNECT – Learn-Smart	20%	200
CONNECT – Other	20%	200
Discussion Forums	15%	150
Consumer Insight Assignments	15%	150
Final Exam	<u>20%</u>	<u>200</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 an online basis (primarily asynchronous) 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 and on-time preparation and class contribution are mandatory and deviations from this can only reflect negatively on your performance. So, try and stay up. The Discussion forum (DF) time frame will be posted on the MASTER schedule 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.

Final Exam:

The tentative format for the exam in this course will be comprised of "objective type" questions. These may include multiple choice and/or true/false. The final exam will cover the entire course with emphasis on selected chapters of which you will be apprised. However, you will be responsible for all course content on the final. This includes outside materials, reading assignments from book, outside readings that may be assigned from time to time and any other areas which are course related. In other words, any topic will be "fair game."

Note: make-up exams are not given except under the most extreme and unusual circumstances.

A MASTER SCHEDULE will be posted showing exact due dates and point totals and so forth. That is the spot to see when something is due!

Marketable Skills (MS) –

MS 1: Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.

MS 2: Students will have the ability to use research and analysis to make informed decisions.

MS 3: Students will have the ability to write business letters, emails, resumes and reports

MS 4: Students will have the ability to make effective oral presentations to both professional and general audiences.

A Few Final Points:

Please read the following statement(s) carefully:

Make sure to modify the tentative schedule as necessary.

PLEASE READ THE FOLLOWING STATEMENTS 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 not agree with some component contained in it, please let me know. Finally, modify the schedule as needed.

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.

Distance Education Statement: Students enrolled in distance education courses have equal access to the university's academic support services, such as Smart-thinking, library resources, such as online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. As noted below, we will be using both CONNECT (which includes an E-Book) and Black-Board. 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.

Note: Many assignments will be (in part) a function of class progress – The assignments will be assigned on BB and/or CONNECT - you will need to do several assignments directly through CONNECT as they will not all be linked via BB. Plus, even if linked, this only means one accesses CONNECT through BB and does not mean CONNECT is bypassed!

Other: My personal position on dishonesty is as follows: if I suspect that there is even a hint or any probability (greater than 0.0), that anyone is violating the policy on academic honesty (plagiarism, copying without appropriate credit, using the work of other students, cheating) I will take the following steps. I will use every means possible to ensure that such individual does not pass the class; I will apprise the Head of Student Affairs; College Dean; Provost and others in an attempt to have the individual dropped from the MBA program. If this is not clear, let me know and I will be happy to clarify it. Very simply, this is graduate school and your conduct should be consistent with all that entails. That is, you get out of graduate school in large part based on what you put into it (sort of like life). That is what I think is the graduate school "mindset." Finally, do not take this personally – this is only to make certain that my position is clear and there is no confusion as to what it is!

One related point and some, many or all of you may disagree. But in my opinion, using CHAT-GPT or any variation is tantamount to plagiarism – pure and simple. So, please refrain from that if tempted... however, this course does not lend itself to that (as other courses might) so I am not too concerned, but... And, remember - this is college!

Tentative Course Outline*

<i>Week</i>	<i>Topic</i>	<i>Assignment*</i>
July 08	Forum – Syllabi – First Assignments Posted Monday is first official day of class	See BB
15	Assignments May be Due per BB – <i>check MASTER</i>	
22	Assignments May be Posted per BB – <i>check MASTER</i>	
29	Assignments May be Due per BB – <i>check MASTER</i>	
Aug. 05	Last Assignments May be Due per BB – <i>check MASTER</i>	
12	Final Examination(s) – Wednesday, August 14 th . <i>Check MASTER – 8-14 is also the last day of class!!</i>	

****Once again, a MASTER SCHEDULE will be posted THIS WEEK and while the syllabus provides a VERY BROAD 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 assignments and chapter questions will correspond closely to chapter responsibility and importance. Please get signed up on CONNECT and read the first few chapters!***