

MKTR 3371. Consumer Behavior

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On-line (Teams) office hours: Email me to make an appointment.

Credit Hours/Time Dedicated (per week): 3 credits/27 hours of time commitment (class time, reading, quizzes, studying)

Classroom/Time: Online anytime. Since this is an online course, I use the official means of communication between faculty and students. You can contact me through Blackboard messages, which are sent directly to my institutional email. I encourage you to check your institutional email at least once daily.

Prerequisites: None.

Required Class Materials

We are going to use an e-book and the **Connect** platform from McGraw-Hill. The textbook is:

Mothersbaugh, David; Hawkins, Del; and Bardi Kleiser, Susan. (2024). *Consumer Behavior. Building Marketing Strategy*. 15th Edition. McGraw Hill

You must register in Connect through the link provided in the Contents in the Blackboard course to access all resources the publisher provides, including the electronic version of the book (ebook).

Library Resources

The **Bryan Wildenthal Memorial Library** and **Archives of the Big Bend** in Alpine offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu. Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or by phone (432-837-8123).

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional

services and resources at various libraries across Texas. Learn more about the TexShare program by visiting library.sulross.edu/texshare or ask a librarian by emailing srsulibrary@sulross.edu.

Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan, ScanIt, and Direct Mail to get materials delivered to you at home or via email.

Business Administration Program Student Learning Outcomes (SLO)

1. The students will analyze and solve business problems across major business functions, using fundamental business principles and strategies.
2. The students will communicate business information through written, oral, and other delivery processes.
3. The students will identify and understand the impact of ethical and social responsibility issues in business.

Marketable Skills for the Business Administration program

- Students will apply the principles of business to the management of existing businesses or the creation of new businesses.
- Students will use appropriate information from research and analysis to make informed decisions.
- Students will be able to write business correspondence, including letters, emails, reports, and resumes.
- Students will be able to make effective oral presentations to both professional and general audiences.

Course Description

This course explores the psychological, social, and cultural factors that influence how individuals and groups make purchasing decisions. Students will examine key concepts such as perception, motivation, learning, attitude formation, decision-making processes, and post-purchase behavior. The course also addresses external influences such as family, social class, and culture, as well as how marketers use consumer insights to develop effective marketing strategies. Through case studies and real-world examples, students will gain a deeper understanding of consumer behavior and its critical role in shaping marketing efforts. This course is essential for students interested in marketing, advertising, business strategy, and market research.

SLO of the course

At the end of the course, you will be able to

1. Explain how cultures cause different behaviors across countries and other cultural units.

2. Discuss the drivers: value, demographics, and subcultures that have been shaping American society
3. Understand and explain the mechanisms by which groups influence consumer behaviors.
4. Discuss internal influences such as perception, emotions, learning, memory, motivations, and attitudes that define how individuals form self-concepts and desired lifestyles.
5. Identify and explain the various types of situational influences (physical surroundings, social surroundings, temporal effects, task definition, and antecedent states) on consumer behavior.
6. Analyze how situational factors interact with personal and marketing stimuli to affect purchase decisions.
7. Evaluate real-world marketing strategies that account for situational influences in shaping consumer behavior.
8. Apply situational analysis to predict consumer responses in different shopping environments.

Teaching Methods/Course Format

This is an online course. With my guidance, I expect you to work on the various activities, submit them before their deadlines, and meet the course's learning objectives (SLOs).

Assessment strategy

Discussions	20%
Homework	20%
Written assignments	40%
Final exam	20%

These assignments are due by midnight (11:59 PM Central Time) on the deadline. Each assignment is worth 100 points.

For the written assignments, students can work in groups of two at most if they wish. Use the American Psychological Association (APA) style to format the paper. Instructions are available in the respective module, in Content, in the Blackboard page of the course.

Course Schedule and Contents

Topic	Discussions Deadlines	Homework
Registration, getting started with Blackboard Ultra, and Connect.		
Ch 1 Consumer behavior and marketing strategy		5/31
Ch. 2. Cross-cultural variation in consumer behavior	6/2	6/2
Ch. 3. The changing American society: Values		6/4
Ch. 4. The changing American society: Demographics and social stratification		6/7
Ch. 5. The changing American society: Subcultures	6/9	
Essay 1. Due on Tuesday, June 9th, 2026		
Ch. 7. Group influences on consumer behavior	6/11	
Ch. 8. Perception		6/14
Ch. 9. Learning, memory, and product positioning		6/16
Ch. 10. Motivation, personality, and emotion	6/18	6/18
Essay 2. Due on Sunday, June 21st, 2026		
Ch. 11. Attitudes and influencing attitudes		6/23
Ch. 12. Self-concept and lifestyle	6/25	
Ch. 13. Situational influences	6/28	
Ch. 14. Consumer decision process and problem recognition		6/30
Final exam is due on Wednesday, July 1st, 2026.		

Grading Policies and Procedures

If you believe there is an error in the way you have been graded, please email me as soon as possible to request a review. Any changes to assignment grades must be requested no later than one week after the respective deadline, but before the last day of class.

Students who miss an assignment, please contact me within the next 24 hours after the deadline so that I can provide you with a one-day extension with the respective penalty.

The use of AI is strictly prohibited unless the instructor specifically permits it for a particular assignment. This ensures a fair and honest evaluation of your skills and understanding.

Grading Scale

Percent Range (Final Score)	Letter Grade
90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
59 and below	F

Course Expectations

What you should expect from me

1. The instructor will treat each one of you with respect and as an individual with his/her own beliefs, thoughts, and needs.
2. The instructor will provide weekly communication with the class through announcements (video and text), email notifications, and virtual office hours.
3. The instructor will respond to emails within 24 hours of receipt during the hours of 9:00 am-4:00 pm, Monday-Friday.
4. The instructor will be available to answer questions from students during virtual office hours.
5. The instructor will grade assignments and projects according to the specific rubric within two weeks of the submission date.
6. The instructor will provide feedback on journals and discussion boards as needed every week.
7. The instructor will provide clear and concise instructions on how to complete the online course requirements or any other activity.
8. And, finally, but not less importantly, the instructor will not change the deadline for the assignments unless something of major force happens.

My expectations from students

1. Students should be diligent in using both oral and written communication, showing respect for everyone's opinion.
2. Successful students will familiarize themselves with the course syllabus, policies, assessments, evaluation, grading criteria, and course design.
3. Successful students will complete all coursework on the assigned due date.
4. Students will engage in the course with their peers and the instructor, and with open communication and active participation.
5. Students should respond to the instructor's communication requests regarding course progress and general inquiries on time.

6. Successful students will not plagiarize the work of others or use the work of their peers and claim it as their own.
7. Successful students will use the American Psychological Association (APA) system of referencing when submitting a paper.
8. Students will be proactive and resourceful. Students will pre-plan for testing situations and ensure they can access the internet to complete the exam on its assigned date and time.
9. Students will be proactive and resourceful in solving problems in case of internet or technical issues.

Sul Ross State University Important Information

1. Official Communications

Official outside-of-class meeting communications will be delivered to the students via their SRSU e-mail. Students are responsible for checking their e-mail daily. Not having checked messages is not a valid excuse for missed coursework. Communication can also be done by appointment. IT support regarding blackboard is listed in the image below.



Who should I contact?

<p>Online Support Desk</p> <p>☎ 888.837.6055 ✉ blackboardsupport@sulross.edu</p> <p>Available: 24/7</p> <ul style="list-style-type: none"> • Logging into Blackboard • Questions about Blackboard tools/software • Trouble with tests/quizzes/assignments • Error messages on Blackboard • Online course video problems 	<p>Lobo Technology Assistance Center (LTAC)</p> <p>☎ 888.837.2882 ✉ techassist@sulross.edu</p> <p>Available: Monday-Friday 8 a.m. - 5 p.m.</p> <ul style="list-style-type: none"> • Logging into your mySRSU/Banner/SRSU email • Campus computer, computer lab, or campus Wi-Fi issues • Security concerns with your SRSU or VPN account • Questions about Office 365 or OneDrive
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Or by clicking at <https://www.sulross.edu/bb/>.

2. Policy on Academic Misconduct

All full-time and part-time students are responsible for familiarizing themselves with the [Student Handbook](#) and the [Undergraduate & Graduate Catalog](#) and for abiding by the [University rules and regulations](#). Additionally, students are responsible for checking their Sul Ross email as an official form of communication from the university. Every student is expected to obey all federal, state and local laws and is expected to familiarize themselves with the requirements of such laws.

Students should familiarize themselves with the SRSU Student Code of Conduct. Cheating, plagiarism, and/or other form of academic misconduct are **NOT TOLERATED** in class. Any student found guilty of such misconduct will be subject to disciplinary action, including, but not limited to, **zero** scores on his/her class activities.

3. Special Needs

Sul Ross State University 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 services. Students seeking accessibility services must contact Mary Schwartze, M. Ed., L.P.C., in **Counseling and Accessibility Services**, Ferguson Hall, Room 112. The mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8691. E-mail: mschwartze@sulross.edu. **All medical information is treated confidentially.**