

Syllabus for
MKT 333-GMKT 533—Consumer Behavior
3 Credit Hours
Spring 2013

I. COURSE DESCRIPTION

A study of the consumer as the focal point in a dynamic economic system. A large body of published and unpublished literature is explained, generalizations are advanced, and the various practical implications of consumer information processing are developed. Such an approach leads to exploration and use of new marketing techniques and methods.

Course Prerequisites: MKT 130 Principles of Marketing

II. COURSE GOALS

- A. The course provides a foundation for understanding the consumer decision process as it applies to the marketing of consumer products and services. Furthermore, the course will examine legislation, developments, and trends that influence consumers and suppliers in their business relationships. Research into current problems and opportunities affecting consumer behavior are explored.
- B. In line with the purpose of this University, this course seeks to do the following:
 - 1. Contribute to the education of the whole person.
 - 2. Sharpen the communication, computation, and critical analysis skills of each student.
 - 3. Demonstrate that knowledge and experience are related not separated.
 - 4. Assist the students' development of basic skills, acquiring of basic knowledge and formulation of a world vision.
 - 5. Advocate the examination of this field of knowledge in the context of its influence upon and its being influenced by others.
- C. In line with the purposes of the marketing program this course is designed to prepare a student for an active role in the business world. This course looks at the integration of the sciences of economics, cultural anthropology, sociology and marketing in determining strategies to anticipate customer behaviors. The purposes of the course include the integration of spiritual development, intellectual growth and physical and mental discipline.
- D. In line with the department objectives this course seeks to prepare student in the following areas:
 - 1. Critical thinking (skill in reasoning, objectivity, analysis, interpretation, research or decision making relevant to the discipline).
 - 2. Provides broad comprehensive foundational knowledge for the professional standards of the marketing major.
 - 3. Provides a broad interpretation of the dynamics of business within the social and professional context.
 - 4. Internalization of Christian ethics and professionalism.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

As a result of successfully completing this course the student will be able to do the following:

- A. Explain the impact of the consumer on a variety of industries.
- B. Explain the nature of research into the behavior of consumers.
- C. Discuss theories and philosophies of consumer characteristics in order to better estimate the future behaviors of consumers.
- D. Identify the process of consumer usage from exploration to use and disposal.
- E. Explain the nature of change in the behaviors of consumers based on the emergence of new and powerful groups in the market.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

Required Material

Babin and Harris. **CB4** South-Western, Cengage Learning, 4ltrPress: Ohio, 2013.

V. POLICIES AND PROCEDURES

- A. University Policies and Procedures
 - 1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
 - 2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
 - 3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
 - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
 - b. Failing to meet group assignment or project requirements while claiming to have done so;
 - c. Failing to cite sources used in a paper;
 - d. Creating results for experiments, observations, interviews, or projects that were not done;
 - e. Receiving or giving unauthorized help on assignments.By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing

the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.

4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting an Whole Person Assessment artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the a assignment to be assessed electronically.

B. Course Policies and Procedures

1. Evaluation Procedures

- a. There are frequent quizzes, three exams, a field project, several cases, and a research paper (extending from the field project). The relative worth of these areas is designated below. ***APPROXIMATE***

Activity	Points
Quizzes	50 Points
Exam I	100 Points
Exam II	100 Points
Final Exam	<u>100</u> Points
Subtotal	350 points

Weekly Projects 110 Points Possible

Semester Project 155 Points

TOTAL POSSIBLE = 615 Points *Approximate*

GRADUATE STUDENTS WILL HAVE ADDITIONAL PROJECTS USING CENSUS DATA RESEARCH. Graduate students may be asked to share their findings with the class.

b. Grading System

750 – 800	A
650 -749	B
560 - 649	C
500 - 559	D
Below 500	F

2. Course Assignments and Activities

- a. Exams cover material from the text as well as additional material given in the lectures by the instructor or guest speaker.
- b. Homework is assigned in class with a specified due date. All homework must be typed using a computer or typewriter and proofed for spelling and grammatical errors prior to submission. All work must be submitted as independent work unless otherwise instructed. Late homework will not be accepted. All homework must be submitted by the due date regardless of class attendance.

- c. Cases are assigned in class. Case analysis must be submitted using the same guidelines as regular homework (see above).
- d. Quizzes are unannounced and will cover materials available to the student (i.e., assigned readings and previous lectures). Quizzes may not be made up.
- e. Extra credit opportunities will only be available through the Professional Development Points (PDP) system. An information sheet will be provided.
- 3. Other Policies and Procedures
 - a. Contacting the professor.
 - 1 In Person— a student may make an appointment to visit with the instructor at a time that is mutually agreeable. To set an appointment, call 495-7026. My office is GC 3F18.
 - 2 Via e-mail—Students may send e-mail to the instructor (ddyson@oru.edu) with questions they may have regarding the course material, progress in the course work, and other advisement issues. The instructor will reply to all e-mail.
- 4. Class Procedures
 - a. All cell phones and beepers must be silent during class time.
 - b. Any student missing an exam without prior approval from the instructor will automatically receive a penalty of no less than 10% on the exam for each day of delay in addition to the payment of the late exam fee. Only those students that have been academically excused or hospitalized and provide documentation will be allowed to make up exams or assignments.
- 5. Attendance Policies
 - a. Absences will only be excused under two conditions:
 - (1) a doctor's written order stating "No Work." **or**
 - (2) an administrative excuse authorized by the Exec. VP of Academic Affairs.
 - b. It is the student's responsibility to make sure that you have signed the roll sheet every class period. Tardiness is defined as appearing for class after the instructor has taken up the attendance folder.
 - c. Unexcused absences will be penalized.
 - (1) 1-3 unexcused absences 0 points penalized per absence
 - (2) 4 + unexcused absences 10 points penalized per absence
- 6. Whole Person Assessment Requirements: None
- 7. Dr. David Dyson
Available by Appointment
Office: 918.495.7026
Email: ddyson@oru.edu

VI. COURSE CALENDAR sample to be updated with new text and will be provided first day of class.

MEETING	CHAPTER	ASSIGNMENT	POINTS
1. 1/10	One	Course Introduction, Syllabus and Schedule Review + Appendix A p. 747	
2. 1/12	One	Consumer Behavior and Marketing Strategy + Application Activity # 44, p. 34 <u>OR</u> Activity #45	10
Part Two-External Influences			
3. 1/17	Two	Cross-cultural Variations in Consumer Behavior Application Activity #43 <u>OR</u> #44, p. 75	10
4. 1/19	Three	Changing American Society: Values, Appendix B + Application Activity #36, p. 110	10
5. 1/24	Four	Changing American Society-Demographic and Social Stratification	
6. 1/26	Five	Changing American Society: Subcultures	
7. 1/31	Five	Changing American Society: Subcultures + Internet Exercises #5 <u>OR</u> #6, p. 186	10
8. 2/02	Six	The American Society: Families and Households + Team Term Project Organization	
9. 2/07	Six	The American Society: Families and Households + Internet Exercise #3, p. 221 <u>OR</u> Application Activity #43, p. 219+ Exam Review	10
10. 2/9	1-6	Exam I: Chapters 1-6	100
11. 2/14	Seven	Group Influences on Consumer Behavior	
12. 2/16	Seven	Group Influences on Consumer Behavior + Internet Activity #6, p. 258 <u>OR</u> Application Activity #49 p. 260	10

Part Three-Internal Influences

13. 2/21	Eight	Perception	
14. 2/23	Eight	Case 2-3 Camry Goes Interactive answer questions 1,2,3,5,6,7 p 267	10
15. 2/28	Nine	Learning, Memory, and Product Positioning +	

Last Revised: 11/09/12

16. 3/01	Ten	Motivation, Personality, and Emotion + Internet Exercise #1, pg. 3884 <u>OR</u> Application Activity #41, p. 387	10
17. 3/06	Eleven	Attitudes and Influencing Attitudes + Team VALS Homework	10
18. 3/08	Twelve	Self-Concept and Lifestyle Case 3-5 p. 459 Psychographics of Luxury Shoppers	10
19. 3/13	Thirteen	Situational Influences + Exam Review	
21. 3/15		Exam II Chapters 7-13	100

SPRING BREAK

Part Four-Consumer Decision Process

20. 3/27		Fourteen Consumer Decision Process and Problem Recognition Internet Exercise #1 p. 512 <u>OR</u> Application Activity #31, p. 514	10
21. 3/29	Fifteen	Information Search + Team Term Project	
22. 4/3	Sixteen	Alternative Evaluation and Selection	
23. 4/05	Seventeen	Outlet Selection and Purchase	
24. 4/10	Eighteen	Post-purchase Processes, Customer Satisfaction and Customer Commitment	

Part Five-Organizations as Consumers

25. 4/12	Nineteen	Organizations as Consumers	
26. 4/17		Presentations	
27. 4/19		Presentations	
28. 4/21		Presentations	

Part Six-Consumer Behavior and Marketing Regulation

29. 4/26	Twenty	Consumer Behavior and Marketing Regulation + Case3-3 p. 457 <u>OR</u> Case 6-1 p. 725. + Final Exam Review	10
29. TBA	14-20	Exam III: FINAL	100

Course Inventory for ORU's Student Learning Outcomes

Consumer Behavior MKT 333/GMKT 533

Spring 2013

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
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1	Outcome #1 – Spiritually Alive				
<i>Proficiencies/Capacities</i>					
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability			X	
1D	Ethical behavior	X			

2	Outcome #2 – Intellectually Alert				
<i>Proficiencies/Capacities</i>					
2A	Critical thinking	X			
2B	Information literacy	X			
2C	Global & historical perspectives		X		
2D	Aesthetic appreciation		X		
2E	Intellectual creativity	X			

3	Outcome #3 – Physically Disciplined				
<i>Proficiencies/Capacities</i>					
3A	Healthy lifestyle				X
3B	Physically disciplined lifestyle				X

4	Outcome #4 – Socially Adept				
<i>Proficiencies/Capacities</i>					
4A	Communication skills		X		
4B	Interpersonal skills			X	
4C	Appreciation of cultural & linguistic differences			X	
4D	Responsible citizenship			X	
4E	Leadership capacity		X		

