Course: Consumer Behavior (MKTG 3012-001)
Term: Spring 2010, MW, 2:20PM-3:45PM, Bldg FCB, Room 127
Instructor: Dale F. Kehr
Office: FCB 210
Office Hours: MW 1:30PM-2:20PM & 3:45PM-5:30PM & 8:35PM-9:00PM
Phone: 678-4936 (Please leave phone number & best call back time)
Email: dalekehr@memphis.edu
Website: https://umdrive.memphis.edu/dalekehr/www/

Materials:
Or
Custom Text: Consumer Behavior MKTG 3012 Fall 2009
Primis Custom Textbook, McGraw-Hill Irwin
(From Consumer Behavior, 11th Ed.)
Or
Online: http://ebooks.primisonlining.com
Adobe Download Printout or Online Viewing Only

Prerequisites: MKTG 3010 Principles of Marketing
Students must have junior standing and have met specific course prerequisite with a grade of “C” (2.0) or better to be eligible for all 3000- and 4000-level courses. In addition to these requirements, students seeking a degree in the FCBE must have (1) completed all required lower division business courses with a minimum of a "C" (2.0) in each; (2) minimum of 2.25 (Acct. 2.5) GPA in all required lower division business courses and MATH 1830, and (3) 55 hours of coursework including MATH 1830 and 9 hours of English (See B.B.A. Degree Requirements-General Requirements). WARNING: A prerequisite and upper division check will be done once the first class roll has been issued. If you have not met these requirements, it is your responsibility to correct the situation during the official add period. If you have not met these requirements and have not corrected this situation, you may be administratively dropped from this course once the check is completed which probably will not be completed until after the add period is over.

Course Objective: Introduce students to the understanding of the consumer decision process including psychological and sociological theories and principles applied to current marketing problems. Why consumers behave as they do.

Course Description: The course will be conducted in a lecture/discussion format supplemented with video presentations, guest speakers, case analysis, and individual current Consumer Behavior topic presentations. The course will include marketing knowledge, comprehension, and application.

Conduct and Academic Policy: All students are expected to abide by the code of student conduct and disciplinary procedures of the University of Memphis Classroom Misconduct and Academic Misconduct.
Sections in the Student Handbook.

**Student Disability Services (SDS):** Students with disabilities who present a memo from Student Disability Services (SDS) will be provided reasonable and appropriate accommodations.

**Educational Support Program & Business Learning Center:** You are encouraged to use these free services for counseling and academic help, if you so elect.

---

UNIVERSITY OF MEMPHIS
FOGELMAN COLLEGE OF BUSINESS & ECONOMICS

Course: **Consumer Behavior** (MKTG 3012-001)
Term: Spring 2010, MW, 2:20PM-3:45PM, Bldg FCB, Room 127
Instructor: Dale F. Kehr, 678-4936, dalekehr@memphis.edu

**Class Policies:**

1. **Syllabus Modifications**—the instructor reserves the right to change the course syllabus as circumstances may require and any changes will be announced in class, if sufficient notice is possible. All students are responsible for obtaining this information. If necessary to email the class, your University email account address will be used.

2. **Attendance**—is necessary as all class information, including outside presentations, information, and material only presented in class will be subject to be included on any quiz or exam. Attendance is not used in computing grades.

3. **Class Participation**—essential that course material be read before class with preparation completed to participate in active discussion of the topic.

4. **Exam Coverage**—not necessarily will all exam text material be covered in class.

5. **Exam Days**—once a finished exam has been turned in, no other exams will be given out. Exams cannot be taken early.

6. **Makeup**—there will not be any makeup for missed unannounced quizzes or any makeup for missed exams other than listed in the Course Outline & Calendar. Makeup exams grading will not be subject to received extra points, if any were given. If you miss exam four, you have 24 hours to contact the instructor or the grade is zero and makeup will be the instructor’s discretion.

7. **Special or Extra Assignments**—there will not be any special or extra assignments given to any student to improve their grade unless given to the entire class.

8. **Grading**—plus/minus system will NOT be used.

9. **Grade Inquiries**—cannot be given by the phone, email, or text messaging.
10. **Submitting Work** - last day to submit material for grading is the last class period prior to the University study day.

11. **Questions** - if you would like to ask any question about any of your grading, please check during the semester and before final exam week.

12. **Please** - no beepers, cell phones, pagers, food, playing games, etc. during class time.

---

**UNIVERSITY OF MEMPHIS**
**FOGELMAN COLLEGE OF BUSINESS & ECONOMICS**

**Course:** Consumer Behavior (MKTG 3012-001)
**Term:** Spring 2010, MW, 2:20PM-3:45PM, Bldg FCB, Room 127
**Instructor:** Dale F. Kehr, 678-4936, dalekehr@memphis.edu

**Exams:** Exams will test the student knowledge, comprehension, and application of the required text and class information. The exams will be composed of multiple choice, true/false, short answer and/or essay questions.

**Summary of Grading Evaluation:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Percentage</th>
<th>Grade Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
<td>20%</td>
<td>A=450-500 Points</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
<td>20%</td>
<td>B=400-444 Points</td>
</tr>
<tr>
<td>Exam 3</td>
<td>100</td>
<td>20%</td>
<td>C=350-399 Points</td>
</tr>
<tr>
<td>Exam 4</td>
<td>100</td>
<td>20%</td>
<td>D=300-349 Points</td>
</tr>
<tr>
<td>CB Presentation</td>
<td>50</td>
<td>10%</td>
<td>F=&lt;300 Points</td>
</tr>
<tr>
<td>Case</td>
<td>50</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td>500</td>
<td>100%</td>
<td><strong>500 Points 100%</strong></td>
</tr>
</tbody>
</table>

(Quizzes/Written Participation (if any) will be counted as Extra Points)

**CB Presentation:** Power point presentation to the class about **HOW & WHY Consumers Behave** regarding a topic of your choice using three or more outside sources other than the textbook (please no newspaper articles) **OR** present the findings of an article from the *Journal of Consumer Behavior*. It requires a maximum two page summary write-up with a list of sources used submitted prior to class presentation. Please attach a copy of your power point slides to the end of your write-up. Grading will be based on the following **Consumer Behavior Presentation Evaluation Criteria**. Late presentations will be deducted 5 points for each day late after the day of presentation plus one. Also, if the presentation is not presented in class the grade is ZERO.

**Case:** A minimum two page summary case write-up incorporating Consumer Behavior knowledge from the text into the case. One case write-up of your choice from the following list of cases submitted at the start of class on the day that the case is assigned. It will be graded using the following **Case Evaluation Criteria**. Late case write-ups will be deducted 5 points for each class period late or you can pick another case in the future.
50 Point Consumer Behavior Presentation Evaluation Criteria

(Score: 1=poor, 5=excellent)

1. Appropriate Consumer Behavior Topic _____5_____
2. Quality of material _____5_____
3. Depth of the material presented _____5_____
4. Comprehensive, covered all situations _____5_____
5. Supporting material reference sources _____5_____
6. Exclusion of irrelevant material _____5_____
7. Presentation Structure Flow/Logic _____5_____
8. Well organized _____5_____
9. Handling of questions _____5_____
10. Overall quality of the presentation _____5_____

Total: ____50_____

NOTE: Late presentations will be deducted 5 points for each day late after the day of presentation plus one. Also, if the presentation is not presented in class, the grade is ZERO.
Case Assignment: Every student will write up one case of their choice.

Date:________________              Student:__________________________________

CASE:_________________________________________

50 Point Case Evaluation Criteria
(Score: 1=poor, 5=excellent)

1. Included introductory summary material _____5_____
2. Successful case analysis _____5_____
3. Comprehensive, covered all conditions _____5_____
4. Appropriate solution recommendation action (s) _____5_____
5. Explanation of recommendation (s) _____5_____
6. Successfully incorporated CB knowledge _____5_____
7. Supporting page # of text reference material _____5_____
8. Write-up Structure Flow/Logic _____5_____
9. Well organized _____5_____
10. Overall quality of Write-up _____5_____

Total: _____50_____

NOTE: Late case write-ups will be deducted 5 points for each class period late or you can pick another case in the future.
Course Outline & Calendar for Consumer Behavior (MKTG 3012-001)

<table>
<thead>
<tr>
<th>DATE</th>
<th>DAY</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 18</td>
<td>M</td>
<td>MLK Day Holiday</td>
<td>No Class</td>
</tr>
<tr>
<td>Jan 20</td>
<td>W</td>
<td>Course Introduction</td>
<td>Syllabus</td>
</tr>
<tr>
<td>Jan 25</td>
<td>M</td>
<td>Marketing &amp; Consumer Behavior</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>Jan 27</td>
<td>W</td>
<td>Changing Am. Society: Values</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>Feb  1</td>
<td>M</td>
<td>Perception</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>Feb  3</td>
<td>W</td>
<td>Situational Influences</td>
<td>Chapter 13</td>
</tr>
<tr>
<td>Feb  8</td>
<td>M</td>
<td>Crest Whitestrip Case 2-2</td>
<td>Chapter 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rede Disposable Golf Cheats Case 2-6</td>
<td>Chapter 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hyundai Case 4-5</td>
<td>Chapter 8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mosquito Magnet Case 2-7</td>
<td>Chapter 13</td>
</tr>
<tr>
<td>Feb 10</td>
<td>W</td>
<td>Exam One</td>
<td>Chapters 1,3,8 &amp; 13</td>
</tr>
<tr>
<td>Feb 15</td>
<td>M</td>
<td>Problem Recognition</td>
<td>Chapter 14</td>
</tr>
<tr>
<td>Feb 17</td>
<td>W</td>
<td>Information Search</td>
<td>Chapter 15</td>
</tr>
<tr>
<td>Feb 22</td>
<td>M</td>
<td>Alternative Evaluation &amp; Selection</td>
<td>Chapter 16</td>
</tr>
<tr>
<td>Feb 24</td>
<td>W</td>
<td>Outlet Selection &amp; Purchase</td>
<td>Chapter 17</td>
</tr>
<tr>
<td>Mar  1</td>
<td>M</td>
<td>Blockbuster Case 4-4</td>
<td>Chapter 14</td>
</tr>
<tr>
<td></td>
<td></td>
<td>K9 Quencher Case 3-1</td>
<td>Chapter 15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jack Link’s Beef Jerky Case 3-3</td>
<td>Chapter 16</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Starbucks Case 2-1</td>
<td>Chapter 17</td>
</tr>
<tr>
<td>Mar  3</td>
<td>W</td>
<td>Exam Two</td>
<td>Chapters 14,15,16,17</td>
</tr>
<tr>
<td>Mar  8</td>
<td>M</td>
<td>Spring Break</td>
<td></td>
</tr>
</tbody>
</table>

UNIVESITY OF MEMPHIS
FOGELMAN COLLEGE OF BUSINESS & ECONOMICS

Course: Consumer Behavior (MKTG 3012-001)
Term: Spring 2010, MW, 2:20PM-3:45PM, Bldg FCB, Room 127
Instructor: Dale F. Kehr, 678-4936, dalekehr@memphis.edu
Mar 10 W Spring Break

Mar 15 M Post Purchase Process                  Chapter 18
Mar 17 W Regulation                           Chapter 20
Mar 22 M Cross-Cultures                       Chapter 2
Mar 24 W Subcultures                         Chapter 5
Mar 29 M Revlon for Men Case 3-6             Chapter 18
       Safer Cigarettes Case 6-2                Chapter 20
       Renault’s Logan Case 2-4                Chapter 2
       Camry Interactive Black Women Case 2-3  Chapter 5
Mar 31 W Exam Three                           Chapters 18,20,2 & 5

Apr  5 M Attitudes                            Chapter 11
Apr  7 W American Society – Family/Households Chapter 6
Apr 12 M Group Influences                     Chapter 7
Apr 14 W Organization Buyer Behavior         Chapter 19
Apr 19 M MAKE UP EXAM 1,2, or 3 DAY

Apr 21 W Clorox Green Works Line Case 3-4     Chapter 11
       Preventive Care Case 3-9                 Chapter 6
Apr 26 M Vespanomics Case 4-6                  Chapter 7
       Paccar Trucks Case 5-2                  Chapter 19
Apr 28 W EXAM Four                            Chapters 11,6,7,& 19

Apr 29 R University Study Day

May  5 W MAKE UP EXAM FOUR                     1pm – 3pm

Note: This schedule is tentative and subject to change. Instructor reserves the right to alter this calendar as circumstances may dictate. All changes will be announced in class, if possible. Students’ university email will also be used for notification, if time permits. Students not attending class are responsible for obtaining this information.
Case Assignment Signup Sheet: Every student will write up one case of choice.

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Case:</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 8</td>
<td>M</td>
<td>2-2</td>
<td>Crest Whitestrip</td>
</tr>
<tr>
<td>Feb 8</td>
<td>M</td>
<td>2-6</td>
<td>Rede Disposable Golf Cheats</td>
</tr>
<tr>
<td>Feb 8</td>
<td>M</td>
<td>4-5</td>
<td>Hyundai</td>
</tr>
<tr>
<td>Feb 8</td>
<td>M</td>
<td>2-7</td>
<td>Mosquito Magnet</td>
</tr>
<tr>
<td>Feb 10</td>
<td>W</td>
<td></td>
<td>Exam One</td>
</tr>
<tr>
<td>Mar 1</td>
<td>M</td>
<td>4-4</td>
<td>Blockbuster</td>
</tr>
<tr>
<td>Mar 1</td>
<td>M</td>
<td>3-1</td>
<td>K9 Quencher</td>
</tr>
<tr>
<td>Mar 1</td>
<td>M</td>
<td>3-3</td>
<td>Jack Link’s Beef Jerky</td>
</tr>
<tr>
<td>Mar 1</td>
<td>M</td>
<td>2-1</td>
<td>Starbucks</td>
</tr>
<tr>
<td>Mar 3</td>
<td>W</td>
<td></td>
<td>Exam Two</td>
</tr>
<tr>
<td>Mar 8</td>
<td>M</td>
<td></td>
<td>Spring Break</td>
</tr>
<tr>
<td>Mar 10</td>
<td>W</td>
<td></td>
<td>Spring Break</td>
</tr>
<tr>
<td>Mar 29</td>
<td>M</td>
<td>3-6</td>
<td>Revlon for Men</td>
</tr>
<tr>
<td>Mar 29</td>
<td>M</td>
<td>6-2</td>
<td>Safer Cigarettes</td>
</tr>
<tr>
<td>Mar 29</td>
<td>M</td>
<td>2-4</td>
<td>Renault’s Logan</td>
</tr>
<tr>
<td>Mar 29</td>
<td>M</td>
<td>2-3</td>
<td>Camry Interactive Black Women</td>
</tr>
<tr>
<td>Mar 31</td>
<td>W</td>
<td></td>
<td>Exam Three</td>
</tr>
<tr>
<td>Apr 21</td>
<td>W</td>
<td>3-4</td>
<td>Clorox Green Works Line</td>
</tr>
<tr>
<td>Apr 21</td>
<td>W</td>
<td>3-9</td>
<td>Preventive Care</td>
</tr>
<tr>
<td>Apr 26</td>
<td>M</td>
<td>4-6</td>
<td>Vespanomics</td>
</tr>
<tr>
<td>Apr 26</td>
<td>M</td>
<td>5-2</td>
<td>Paccar Trucks</td>
</tr>
<tr>
<td>Apr 28</td>
<td>W</td>
<td></td>
<td>Exam Four</td>
</tr>
<tr>
<td>Apr 29</td>
<td>R</td>
<td></td>
<td>University Study Day</td>
</tr>
<tr>
<td>May 5</td>
<td>W</td>
<td></td>
<td>Make up Exam Four 1pm -3pm</td>
</tr>
</tbody>
</table>
## Course:
*Consumer Behavior* (MKTG 3012-001)

## Term:
Spring 2010, MW, 2:20PM-3:45PM, Bldg FCB, Room 127

## Instructor:
Dale F. Kehr, 678-4936, dalekehr@memphis.edu

### Schedule of Consumer Behavior Presentations: Signup Sheet

**Feb 1 M**
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________

**Feb 3 W**
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________

**Feb 10 W**
- **Exam One**

**Feb 17 W**
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________

**Feb 22 M**
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
- CBP ________________________________
<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 24</td>
<td>W</td>
<td>CBP ___________________________</td>
</tr>
<tr>
<td>Mar 3</td>
<td>W</td>
<td>Exam Two</td>
</tr>
<tr>
<td>Mar 8</td>
<td>M</td>
<td>Spring Break</td>
</tr>
<tr>
<td>Mar 10</td>
<td>W</td>
<td>Spring Break</td>
</tr>
<tr>
<td>Mar 17</td>
<td>W</td>
<td>CBP ___________________________</td>
</tr>
<tr>
<td>Mar 22</td>
<td>M</td>
<td>CBP ___________________________</td>
</tr>
<tr>
<td>Mar 24</td>
<td>W</td>
<td>CBP ___________________________</td>
</tr>
</tbody>
</table>
Mar 31 W  Exam Three

Apr  7 W  CBP__________________________
          CBP__________________________
          CBP__________________________
          CBP__________________________
          CBP__________________________
          CBP__________________________
          CBP__________________________

Apr 12 M  CBP__________________________
          CBP__________________________
          CBP__________________________
          CBP__________________________
          CBP__________________________
          CBP__________________________
          CBP__________________________

Apr 14 W  CBP____MAKE UP FROM Apr 12 ONLY____
          CBP____MAKE UP FROM Apr 12 ONLY____
          CBP____MAKE UP FROM Apr 12 ONLY____
          CBP____MAKE UP FROM Apr 12 ONLY____
          CBP____MAKE UP FROM Apr 12 ONLY____
          CBP____MAKE UP FROM Apr 12 ONLY____
          CBP____MAKE UP FROM Apr 12 ONLY____

Apr 19 M  Make Up Exam Day

Apr 28 W  Exam Four
Apr 29 R  University Study Day
May  5 W  MAKE UP EXAM FOUR    1pm - 3pm