Course Syllabus
MKTG 3012-001 – Consumer Behavior
Fall Term, 2015, TR, 9:40am – 11:05am
3.0 Credit Hours, Room 131

(Last updated: 8/23/2015)

Instructor: Dale F. Kehr
Phone: 901-678-4936 (please leave phone number and best time to call back)
E-mail: dalekehr@memphis.edu (preferred contact method)
Office: Room 210, FCB
Office Hours: TR 9:10am – 9:40am, 11:05am – 11:35am, T 6:10pm – 7:10pm or by appointment

Course Overview (Description):
Why consumers behave as they do; the consumer decision process including internal and external influences, organizational buying, and marketing regulation.

Pre-Requisites/Co-Requisites: MKTG 3010 Principles of Marketing

Students must have earned a minimum of 45 credit hours and have met specific course prerequisites with a minimum grade of “C” to be eligible for all 3000 and 4000 level courses. In addition to these requirements, students seeking a degree in the Fogelman College of Business and Economics must have (1) completed all required lower division business courses with a minimum grade of “C” in each; (2) minimum of 2.25 GPA (2.5 for accounting majors) in all required lower division business courses and MATH 1830 or 1910, and (3) 45 hours of course work including MATH 1830 or 1910, COMM 2381 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 the requirements, you are responsible 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.

Required Texts (and Related Materials):
Custom Text: MKTG 3012 Consumer Behavior Fall 2013
McGraw-Hill Irwin Create by Dale Kehr
ISBN: 9781121865884
Recommended Texts (and Related Materials): None

Location of Course Materials: University Bookstore or Tiger Bookstore

Course Objectives:
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 Learning Objectives:
1. Have a basic understanding how Consumer Behavior affects the marketing process
2. Have a basic understanding of the stages of the Consumer Decision Process
3. Have a basic understanding how some external and internal influences affect consumer behavior
4. Have a basic understanding what areas of consumer behavior can create government regulation.
5. Have a basic understanding how organizational behavior is different from consumer behavior

Fogelman College: Learning Outcomes for Your Degree

This course is designed to help you to meet the overall learning objectives for the BBA degree offered by Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA program.

BBA [http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf]

Fogelman College: Code of Professionalism for Students
Fogelman College: Code of Professionalism for Faculty and Graduate Assistants
Fogelman College: Code of Professionalism for Staff

On April 15, 2010, Fogelman College unveiled three separate Codes of Professionalism for students, faculty and graduate assistants, and staff to strive to conduct daily behavior.

http://www.memphis.edu/fcbe/students/code_of_professionalism.php

Fogelman College: Four-Cs Initiative Program

The program consists of communication, creativity, critical thinking, and emotional control to allow students to put critical business skills into practice and is incorporated throughout this course. The Four Cs Initiative Program equips students with the skills and confidence needed to excel in their business careers.

http://www.memphis.edu/fcbe/pdfs/4Cs.pdf
**Course Methodology:**
The course will be conducted in a lecture discussion format supplemented with video presentations, guest speakers, case analysis, and individual consumer behavior topic presentations. The course will include consumer behavior knowledge, comprehension, and application.

**Professor’s Expectations:**
In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and participating.

**Student’s Expectations:**
In my role as your instructor, there are certain things you can expect: well organized and engaging learning experience, response to emails and feedback on all work submitted within a timely manner.

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**Grading and Evaluation Criteria**

Over the semester, you will have a variety of opportunities to earn points toward your final (overall) letter grade in this course. Your overall grade for the semester is based on how well you perform on these exams, case, presentation, and other classroom projects.

**Course Topics**
The following topics will be covered:

1. Consumer Behavior and Marketing Strategy
2. The Changing American Society: Values
3. Perception
4. Situational Influences
5. Consumer Decision Process and Problem Recognition
6. Information Search
7. Alternative Evaluation and Selection
8. Outlet Selection and Purchase
10. Marketing Regulation and Consumer Behavior
11. Cross-Cultural Variations in Consumer Behavior
12. The Changing American Society: Subcultures
13. Attitudes and Influencing Attitudes
14. The American Society: Families and Households
15. Group Influences on Consumer Behavior
16. Organizational Buyer Behavior

**Summary of Grading:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Class Exams (100 points each)</td>
<td>400</td>
<td>80%</td>
</tr>
<tr>
<td>1 Consumer Behavior Presentation</td>
<td>50</td>
<td>10%</td>
</tr>
<tr>
<td>1 Consumer Behavior Case</td>
<td>50</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>500</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
(Classroom Projects will be extra points for those that submit the project that period.)

**Final Course Grades**

Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>450-500 Points</td>
<td>A</td>
</tr>
<tr>
<td>400-449 Points</td>
<td>B</td>
</tr>
<tr>
<td>350-399 Points</td>
<td>C</td>
</tr>
<tr>
<td>300-349 Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 300 Points</td>
<td>F</td>
</tr>
</tbody>
</table>

**Final Exam Schedule**

If a final exam for this class is given, it will be scheduled according to the Registrar's academic calendar website.

**List of Formal Assessed Activities**

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

**Consumer Behavior Presentation** - A 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*. Both require 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.

**Consumer Behavior Case** - One case of your choice from the cases listed on the course outline and calendar. A minimum two page problem solving summary case write-up is required incorporating Consumer Behavior knowledge from the text into the case and is due the day that the case is assigned on the course outline and calendar. Grading will be based on 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.

**List of Cases: Can be found in the Schedule of Activities**
Course/Class Policies

**E-courseware:**
Only the content and grade book area will be used for the syllabus, course resources and course materials.

**E-Mail:**
The university e-mail addresses should be used for all e-mail correspondence.

**Attendance:**
Attendance will not be taken nor used in grading, but is necessary as all class information, including outside presentations, information, and material only presented in class will be subjected to be included on any quiz or exam.

**Reporting Illness or Absence:**
Since attendance is not taken, there is not any need to report illness or absence.

**Participation:**
It is essential that course material is read before class with preparation completed to participate in active discussion of the topic.

**Classroom or Online Behavior:**
*Please*- no beepers, pagers, cell phones, web surfing, game playing, emailing, texting, food, etc. during class time.

**Grading:**
The plus/minus system will NOT be used and grades cannot be given by the phone, email, or text messaging.

**Exams:**
Not all exam text material will be covered in class and once a finished exam has been turned in, no other exams will be given out. Exams cannot be taken early.

**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 exam grading will not be subject to received extra points, if any were given.

**Late Assignments:**
The last day to submit material for grading is the last class period prior to the University study day.

**Special or Extra Credit:**
There will not be any special or extra assignments given to any student to improve their grade unless given to the entire class.
**Academic Integrity:**
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, the FCBE Standard for Academic Integrity (www.memphis.edu/fcbe/integrity/) and follow the behavioral guidelines of the Fogelman Code of Professionalism for Students. (Please note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website.)

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

**Adding/Dropping:**
If necessary to add/drop this course, please refer to the university registrar for dates and information.

**Inclement Weather:**
Only official university closings (for example, inclement weather) will deadline extensions be extended.

**Syllabus Changes:**
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 e-mail account address will be used.

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**Student Services**

Please access the FCBE Student Services page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance

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**Schedule of Activities**

**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>Aug 25</td>
<td>T</td>
<td>Course Introduction</td>
<td>Syllabus Review</td>
</tr>
<tr>
<td>Aug 27</td>
<td>R</td>
<td>Marketing &amp; Consumer Behavior</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>Sep 1</td>
<td>T</td>
<td>Changing Am. Society: Values</td>
<td>Chapter 3</td>
</tr>
</tbody>
</table>
Sep 3 R Perception Chapter 8
Sep 8 T Situational Influences Chapter 13
Sep 10 R Crest White Strips Challenge Patagonia Eco-Fashion Push Rede Disposable Golf Cheats Tide Goes Green with New Pods Case 2-2 Case 3-1 Case 2-6 Case 2-7
Sep 15 T Exam One Chapters 1,3,8 & 13
Sep 17 R Problem Recognition Chapter 14
Sep 22 T Information Search Chapter 15
Sep 24 R Alternative Evaluation & Selection Chapter 16
Sep 29 T Outlet Selection & Purchase Chapter 17
Oct 1 R Domino’s Reformulation Camry Goes Interactive Campbell’s Target Growing Male Jack Link’s Beef Jerky Case 3-2 Case 2-3 Case 3-9 Case 3-3
Oct 6 T Exam Two Chapters 14,15,16,17
Oct 8 R Post Purchase Process Chapter 18
Oct 13 T Fall Break No Class
Oct 15 R Regulation Chapter 20
Oct 20 T Cross-Cultures Chapter 2
Oct 22 R Subcultures Chapter 5
Oct 27 T Is Your Dog a Cheese Head? BMW Taps the Emerging China Market Dell Takes an Emotional Approach Lancome Luxury Skincare Case 3-5 Case 2-1 Case 3-8 Case 3-6
Oct 29 R Exam Three Chapters 18,20,2 & 5
Nov 3 T Attitudes Chapter 11
Nov 5 R American Society – Family/Households Chapter 6
Nov 10 T Group Influences Chapter 7
Nov 12 R MAKE UP DAY – EXAM 1, 2, or 3
Nov 17 T Organization Buyer Behavior Chapter 19
Nov 19 R Vespanomics Albertsons Ditches Self-Checkout Case 4-6 Case 4-8
Nov 24 T Paccar Trucks Clorox Green Works Line Case 5-2 Case 3-4
Nov 26 R Thanksgiving Holiday No Class
Exam Four

Chapters 11, 6, 7, & 19

University Study Day

MAKE UP EXAM FOUR

10:30AM – 12:30PM

Course Sign Up Forms:

The Consumer Behavior Presentation Schedule Dates:

Sep 8  T  CBP ________________________________
         CBP ________________________________
         CBP ________________________________
         CBP ________________________________
         CBP ________________________________
         CBP ________________________________

Sep 15 T  Exam One

Sep 22 T  CBP ________________________________
         CBP ________________________________
         CBP ________________________________
         CBP ________________________________
         CBP ________________________________
         CBP ________________________________

Sep 24 R  CBP ________________________________
         CBP ________________________________
         CBP ________________________________
         CBP ________________________________
         CBP ________________________________
         CBP ________________________________

Sep 29 T  CBP ________________________________
         CBP ________________________________
Oct 6  T  Exam Two

Oct 13  T  Fall Break

Oct 15  R  CBP______________________________
          CBP______________________________
          CBP______________________________
          CBP______________________________
          CBP______________________________
          CBP______________________________
          CBP______________________________

Oct 20  T  CBP______________________________
          CBP______________________________
          CBP______________________________
          CBP______________________________
          CBP______________________________
          CBP______________________________
          CBP______________________________

Oct 22  R  CBP______________________________
          CBP______________________________
          CBP______________________________
          CBP______________________________
          CBP______________________________
          CBP______________________________
          CBP______________________________

Oct 29  R  Exam Three

Nov 5  R  CBP______________________________
          CBP______________________________
          CBP______________________________
          CBP______________________________
Nov 10 T

Nov 12 R  Make Up Exam Day

Nov 17 T

Nov 19 R

Nov 24 T  MAKE UP FROM Nov 19 ONLY

Nov 26 R  Thanksgiving Holiday
<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 1</td>
<td>T</td>
<td>Exam Four</td>
</tr>
<tr>
<td>Dec 3</td>
<td>R</td>
<td>University Study Day</td>
</tr>
<tr>
<td>Dec 8</td>
<td>T</td>
<td>MAKE UP EXAM FOUR 10:30AM – 12:30PM</td>
</tr>
</tbody>
</table>

**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>
</tr>
</thead>
<tbody>
<tr>
<td>Sep 10</td>
<td>R</td>
<td>2-2 Crest White Strips</td>
</tr>
<tr>
<td>Sep 10</td>
<td>R</td>
<td>2-3 Camry Goes Interactive</td>
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<tr>
<td>Sep 10</td>
<td>R</td>
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</tr>
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<td>R</td>
<td>3-1 Patagonia Eco-Fashion Push</td>
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<td>R</td>
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<td>T</td>
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<td>Oct 27</td>
<td>T</td>
<td>2-1 BMW Taps the Emerging China Market</td>
</tr>
<tr>
<td>Oct 27</td>
<td>T</td>
<td>3-5 Is Your Dog a Cheese Head?</td>
</tr>
<tr>
<td>Oct 27</td>
<td>T</td>
<td>3-6 Lancome Luxury Skincare</td>
</tr>
<tr>
<td>Oct 27</td>
<td>T</td>
<td>3-8 Dell Takes an Emotional Approach</td>
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<td>Oct 29</td>
<td>R</td>
<td>Exam Three</td>
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<td>Nov 19</td>
<td>R</td>
<td>4-6 Vespanomics</td>
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<td>Dec 8</td>
<td>T</td>
<td>Make up Exam Four 10:30AM – 12:30PM</td>
</tr>
</tbody>
</table>
Course Grading Forms:

MKTG 3012-001 - Consumer Behavior
Fall, 2015
3.0 Credit Hours, Room 131

Date:_____________________Student:___________________________________________

CB Presentation: A 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*. Both require 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.

**50 Point Consumer Behavior Presentation Evaluation Criteria**

(Score: 1=poor, 5=excellent)

1. Appropriate Consumer Behavior Topic              _____5______
2. Comprehensive, covered all situations           _____5______
3. Quality of the material contents                _____5______
4. Depth of the material presented                 _____5______
5. Supporting material reference sources           _____5______
6. Exclusion of irrelevant material                _____5______
7. Presentation Structure Flow                     _____5______
8. Presentation Structure Logic                    _____5______
9. Well organized                                  _____5______
10. Overall quality of the presentation            _____5______

Total: ____50______
Consumer Behavior Case

MKTG 3012-001 - Consumer Behavior
Fall Term, 2015
3.0 Credit Hours, Room 131

Date:_________________ Student:__________________________________

CASE:_________________________________________

Case: One case of your choice from the cases listed on the course outline and calendar. A minimum two page problem solving summary case write-up is required incorporating Consumer Behavior knowledge from the text into the case and is due the day that the case is assigned on the course outline and calendar. Grading will be based on 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 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______