Course Syllabus
MKTG 3012M50 – Consumer Behavior
Fall Term, 2015, Online
3.0 Credit Hours

(Last updated: 8/23/2015)

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Office: Room 210, FCB
Office Hours: 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):
Online Custom eBook: Online - Consumer Behavior
MKTG 3012 Online, Fall 2015
ISBN 13-9781308560168
Copyright: All materials (including, but not limited to videos, power point slides, contents, quizzes, etc.) used in this course are copyright protected and should not be uploaded, downloaded, copied, or duplicated without authorized written permission from the publisher.

Location of Course Materials: Purchase at: Go to McGraw-Hill website:  
http://create.mheducation.com/shop  
Search by: ISBN, school or title; if title, use all CAPS or all lower case letters  
2 Choices: view only or download to print

Recommended Texts (and Related Materials): None, but the Custom Text is taken from:  
The online custom ebook chapters are taken from the textbook:  
Consumer Behavior by Del I. Hawkins and David L. Mothersbaugh,  

PLEASE NOTE: The custom textbook is a custom printing of 16 chapters from the Consumer Behavior textbook NOT in chronological. The chapters are printed in the order that will be used in the course and will be referred to the original textbook chapter number. The cases are taken from same textbook and are located at the end of the text. There is NOT a Part One Case section. (For example: Case 2-3 is the third case in Part Two Cases.) The textbook has two page numbers per page. The larger number on dark green background are the chronological page numbers of the custom ebook. The smaller page numbers located in the center of each page are the page numbers from the original text. If the original printed text refers to page numbers, they will be the small page numbers in the center. SORRY, this page number method cannot be changed by the custom print publisher.

Course 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.
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.

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.

Course Methodology
The course will be conducted online involving the use of power point slides, learning objectives, study guides, video presentations, case analysis, and various quizzes.

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.

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 quizzes, exams, and cases.

Course Topics
The following topics will be covered:
1. Consumer Behavior and Marketing Strategy
2. The Changing American Society: Values
3. Perception
4. Situational Influence
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:

16 Chapter M/C Quizzes (15 questions per chapter @ .5 points each)  
120 Points  24%  
16 Chapter M/A Quizzes (1 question per chapter @ 5 points each)  
80 Points  16%  
8 Case Quizzes (6or7 Questions per case @ 2 points each)  
100 Points  20%  
2 Mid Term Exams (50 questions each @ at 1 point per question)  
100 Points  20%  
2 Class Exams (50 questions each @ 1 point per question)  
100 Points  20%  
Total: 500 Points  100%  

BONUS:  
14 Chapter Video Quizzes (3 questions per video @ 1 point each)  
42 Points  8%  

NOTE: (42 possible bonus points can be added to total points)  

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>

List of Formal Assessed Activities:

Chapter M/C Quizzes - Sixteen chapter quizzes will be given. The quizzes will test student knowledge, comprehension and application of the required chapter material. The quizzes will be composed of multiple choice questions.

Chapter M/A Quizzes - Sixteen chapter quizzes will be given. The quizzes will test student knowledge, comprehension and application of the required chapter material applied to a particular situation. The quizzes will be composed of multi-choice answer questions.

Cases - Eight case quizzes will be given. The case quizzes will test student knowledge, comprehension and application in a real life setting. The quizzes will be composed of multiple choice questions.
**Mid-Term Exams** – Two exams will be given that test student knowledge, comprehension, and application of the required text material. The exams can be composed of multiple choice questions.

**Class Exams** – Two exams will be given that test student knowledge, comprehension, and application of the required text material. The exams can be composed of multiple choice questions.

**Bonus Quizzes** – Fourteen chapter bonus quizzes will be given. The quizzes will test student knowledge, comprehension and application of the required material as applied to an actual company. The quizzes will be composed of multiple choice questions. These quizzes will be graded and any points earned will be included in the final course grade computation.

**Note:** eCourseware calls all test quizzes. Following is a table showing the allotted time allowed for each quiz and each quiz can only be taken once except for the Chapter M/A Quizzes which allows two attempts. Also, each quiz MUST be taken in the week that it is assigned. **NO EXCEPTIONS**

- Chapter M/C Quizzes: 45 minutes each, taken anytime during assigned week
- Chapter M/A Quizzes: 30 minutes each, taken anytime during assigned week
- Case Quizzes: 30 minutes each, taken anytime during assigned week
- Mid Term Exam: 2 hours each, taken anytime during assigned week
- Class Exam: 2 hours each, taken anytime during assigned week
- BONUS Video Quizzes: 30 minutes each, taken anytime during assigned week

**OPTIONAL: End of Course Survey** – An End of Survey has been included to provide suggestive improvement for future online courses.

**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 Projects:**

**Cases:**
1. Case 2-2 Crest
2. Case 2-6 Rede Golf
3. Case 3-3 Beef Jerky
4. Case 6-2 Safer Cigarette
5. Case 2-7 Mosquito Magnet
6. Case 4-6 Vespanomics
7. Case 3-4 Clorox Green
8. Case 5-2 Paccar

**Bonus Videos:**
1. Chapter 1: Breathe Right Strips
Course/Class Policies

Technology Requirements:
The technology requirements for taking this course can be found on the (http://www.memphis.edu/uofmonline/Orientation/techrequirements.php) website under the menu Online Student Orientation Resources. If you have any technology questions, please use the University Help Desk (Ask Tom) at (901-678-8888) or (https://asktom.memphis.edu) as the instructor is NOT a Technology area instructor. Besides the technology requirements, this website contains helpful information about taking online courses and studying.

Browser Preparation:
The link for system browser preparation can be found at: (https://elearn.memphis.edu/d2l/systemCheck). Please turn off your pop-up blocker software or set it to allow for (https://elearn.memphis.edu). Add (https://elearn.memphis.edu) to trusted sites in your browser security settings.

E-courseware:
Ecourseware will be used for teaching this course. Within eCourseware you will see the course number and section. Within the eCourseware “course page” is the:

Content section where you will find:
Chapter Learning Objectives for each chapter
Chapter Power Point slides with and without sound for each chapter
Chapter Study Guides for each chapter.
Weekly Quizzes (links have been provided to all quizzes)
Bonus Quizzes (links have been provided to all quizzes)
Exam Quizzes (links have been provided to all quizzes)
Discussion Forms (links have been provided to all discussion forums)

Quizzes section where you will find:
Chapter Multi Choice (M/C) Quizzes
Chapter Question (M/A) Quizzes
Case Quizzes
Video Quizzes
Chapter Bonus Quizzes
Exam Quizzes
**Drop Box** section for submitting project work (NONE ASSIGNED)
**Grade** menu will be used for recording scores.
**Discussion** section where you will find:
Student Introduction Discussion Forum for student introductions:
(When composing your introduction to the class, please enter your name as the subject.)
Student to Student Discussion Forum
Student to Instructor Discussion Forum (for questions)

**Scheduling:**
Within eCourseware a weekly module schedule of assignments will be under the Table of Content.

**E-Mail:**
All course email should be conducted within eCourseware and only the university e-mail addresses should be used for PERSONAL correspondence.

**Attendance:**
Your submitted student introduction under the discussion menu will be considered as your attendance in this course for reporting Students Not Attending. The number of log in’s or time spent logged into the course is not used in computing grades.

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

**Participation:**
It is essential that the course material is read with preparation completed before taking any quiz.

**Classroom or Online Behavior:**
The course consists of individual modules of assignments. **Each week (except the Introduction & Orientation) will begin at 12:05 am central standard time Thursday and will end at 11:55 pm central standard time the following Wednesday.** All assignments must be submitted anytime within the week due. **NO LATE ASSIGNMENT will allowed. NO EXCEPTIONS**

**Grading:**
The plus/minus system will NOT be used and grades cannot be given by the phone, email, or text messaging. Please use the grade tab in eCourseware to review your scores.

**Exam Coverage:**
All exam test material might not be covered in the course power point slides.

**Quizzes/Exams:**
All quizzes, tests, and exams are referred in eCourseware as quizzes and MUST be taken during the week that they are assigned and cannot be taken early or late. **NO EXCEPTIONS.** Please note that the instructor can require any student (s) to take any
quiz or exam at a facility location proctored by designated personnel.

**Submitting Work for Grading:**
All assignments must be completed anytime during the week that it is assigned, including all quizzes. Since the work can be submitted anytime during that week, there is not any need for makeup.

**Makeup:**
There will not be any makeup given as all assignments must be submitted within the week due or NO MAKEUP.

**Late Assignments:**
The last opportunity to submit material for grading is the end of that weekly period that the assignment is due or NO LATE ASSIGNMENTS.

**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 (http://www.memphis.edu/fcbe/students/integrity.php) 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 sent by eCourseware email. All students are responsible for obtaining this information. If necessary to email the class, your University email account address will be used.
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 3012M50)**

<table>
<thead>
<tr>
<th>CALENDAR:</th>
<th>Assignments:</th>
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| 2 Day Orientation | Introduction & Orientation  
Aug 24 thru Aug 26  
Syllabus  
Start Here  
How to Download the eTextbook  
Course Calendar: What to Do & When  
Student Introduction Forum |
| First of Week  | End of Week  |
| (Thurs)         | (Wed)         |
| 1. Aug 27    | Sep 2        | Chapter 1  
Chapter 1 M/C Quiz  
Chapter 1 M/A Quiz  
Chapter 1 Bonus Video Quiz |
| 2. Sep 3     | Sep 9        | Chapter 3  
Chapter 3 M/C Quiz  
Chapter 3 M/A Quiz  
Chapter 3 Bonus Video Quiz  
**LABOR Day Holiday Sep 7** |
| 3. Sep 10    | Sep 16       | Chapter 8  
Chapter 8 M/C Quiz  
Chapter 8 M/A Quiz  
Case 1: Crest 2-2 Quiz  
Chapter 8 Bonus Video Quiz |
| 4. Sep 17    | Sep 23       | Chapter 13  
Chapter 13 M/C Quiz  
Chapter 13 M/A Quiz  
Case 2: Rede Golf 2-6 Quiz  
Chapter 13 Bonus Video Quiz |
| 5. Sept 24   | Sep 30       | Chapter 14 & 15  
Chapter 14 & 15 M/C Quizzes  
Chapter 14 & 15 M/A Quizzes  
Chapter 14 Bonus Video Quiz  
(No Chapter 15 Bonus Video) |
6. Oct 1  Oct 7  Chapter 16
   Chapter 16 M/C Quiz
   Chapter 16 M/A Quiz
   Case 3: Beef Jerky 3-3 Quiz
   Chapter 16 Bonus Video Quiz

7. Oct 8  Oct 14  Chapter 17
   Chapter 17 M/C Quiz
   Chapter 17 M/A Quiz
   Case 4: Safer Cigarette 6-2 Quiz
   Chapter 17 Bonus Video Quiz
   Fall Break Oct 12 & 13

8. Oct 15  Oct 21  Mid Term Exam  Chapters 1, 3, 8, 13
   Mid Term Exam  Chapters 14, 15, 16, 17

   Chapter 18 & 20 M/C Quizzes
   Chapter 18 & 20 M/A Quizzes
   Chapter 18 & 20 Bonus Video Quizzes

10. Oct 29  Nov 4  Chapter 2
    Chapter 2 M/C Quiz
    Chapter 2 M/A Quiz
    Case 5: Mosquito Magnet 2-7 Quiz
    Chapter 2 Bonus Video Quiz

11. Nov 5  Nov 11  Chapter 5
    Chapter 5 M/C Quiz
    Chapter 5 M/A Quiz
    Case 6: Vespanomics 4-6 Quiz
    Chapter 5 Bonus Video Quiz

12. Nov 12  Nov 18  Chapter 11 & 6
    Chapter 11 & 6 M/C Quizzes
    Chapter 11 & 6 M/A Quizzes
    Chapter 6 Bonus Video Quiz
    (No Chapter 11 Bonus Video)

13. Nov 19  Nov 25  Chapter 7
    Chapter 7 M/C Quiz
    Chapter 7 M/A Quiz
    Case 7: Clorox Green 3-4 Quiz
    Chapter 7 Bonus Video Quiz
    Thanksgiving Holiday Nov 25

14. Nov 26  Dec 2  Chapter 19
    Chapter 19 M/C Quiz
    Chapter 19 M/A Quiz
    Case 8: Paccar 5-2 Quiz
    Chapter 19 Bonus Video Quiz
    Thanksgiving Holiday Nov 26 & 27

15. Dec 3  Dec 9  University Study Day Dec 3
    Class Exam Chapters 18, 20, 2, 5
    Class Exam Chapters 11, 6, 7, 19
    OPTIONAL:  End of Course Survey