**Course Syllabus**

MKTG 3012-001 – Consumer Behavior  
Fall Semester, 2018, TR 8:00am-9:25pm  
3.0 Credit Hours, Room FCB 125  
(Last updated: 8/20/2018)

**Instructor:** Dale F. Kehr  
Phone: 901.678.4936 (please leave phone number and best time to call back)  
E-mail: dalekehr@memphis.edu (university email is the preferred email contact method)  
Office: Room 210 FAB  
Office Hours: TR 9:25am – 11:10am & 12:45pm – 1pm  
Or by appointment

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**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: Consumer Behavior
Custom Print Text Book from McGraw-Hill Create by Dale Kehr

Source Text: Consumer Behavior, by Del I. Hawkins & David L. Mothersbaugh,
ISBN: 978-1-259-23254-1

Recommended Texts (and Related Materials): None

Location of Course Textbook: University Bookstore or Tiger Bookstore

Course Objectives:

By successfully completing this course, students will be able to:

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:

The Fogelman College has established the following learning goals for all students successfully completing the BBA degree:

- Graduates will be effective communicators.
- Graduates will demonstrate critical thinking skills.
- Graduates will be knowledgeable about ethical factors in the business environment.
- Graduates will be knowledgeable about the global business environment.
- Graduates will be proficient users of business presentation and analysis technology.

Additional goals for BBA-Accounting only:

- Graduates will demonstrate a satisfactory understanding of financial and managerial accounting concepts.
- Graduates will demonstrate a satisfactory understanding of systems and auditing concepts.
- Graduates will demonstrate a satisfactory understanding of U.S. tax laws and regulation related to financial reporting.
This course is designed to help you meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA degree program.

- BBA Program Outcomes (opens in new window)
- BBA in Accounting Program Outcomes (opens in new window)

Fogelman College: Code of Professionalism for Students, Faculty & Graduate Assistants, and 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. Professionalism Website for Students, Faculty/Graduate Assistants and Staff (opens in new window)

Fogelman College: Four-C’s 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. Professionalism 4 Cs website (opens in new window)

Course Methodology:

The course will be conducted in a lecture discussion format supplemented with video presentations, guest speakers, if available, case analysis, and individual consumer behavior topic presentations. The course will include consumer behavior knowledge, comprehension, and application.

Professor’s Expectations of Students:

In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all class room discussions.

Student's Expectations of the Professor:

In my role as your instructor, there are certain things you can expect from me including: well-organized and engaging learning experience, response to emails and feedback on all work submitted within a timely matter.

Course Topics:

The following chapter topics will be covered:
1. Chapter 1: Consumer Behavior and Marketing Strategy
2. Chapter 3: The Changing American Society: Values
3. Chapter 8: Perception
4. Chapter 13: Situational Influence
5. Chapter 13: Consumer Decision Process and Problem Recognition
Chapter 15: Information Search
Chapter 16: Alternative Evaluation and Selection
Chapter 17: Outlet Selection and Purchase
Chapter 18: Post-purchase Processes, Customer Satisfaction, & Customer Commitment
Chapter 20: Marketing Regulation and Consumer Behavior
Chapter 2: Cross-Cultural Variations in Consumer Behavior
Chapter 5: The Changing American Society: Subcultures
Chapter 11: Attitudes and Influencing Attitudes
Chapter 6: The American Society: Families and Households
Chapter 7: Group Influences on Consumer Behavior
Chapter 19: Organizational Buyer Behavior

Grading and Evaluation Criteria:

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

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.

Presentation-A power point presentation to the class about HOW & WHY Consumers Behave regarding a topic of your choice using at least 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 class period late after the day of presentation plus one. Also, if the presentation is not presented in class the grade is ZERO.

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.

Summary of Graded Activities:

80% 400 points/4 Class Exams (50 questions each at 1 point per question)
10%  50 points/1 Consumer Behavior Presentation
10%  50 points/1 Consumer Behavior Case
100% 500 points Total
(Classroom Projects will be extra points for those that submit the project that period.)
Summary of Grading

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
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</thead>
<tbody>
<tr>
<td>4 Exams</td>
<td>400</td>
</tr>
<tr>
<td>1 Presentation</td>
<td>50</td>
</tr>
<tr>
<td>1 Case</td>
<td>50</td>
</tr>
</tbody>
</table>

Total Points used for grading: 500 pts

Final Course Grades:

Final course grade is earned according by the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
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<tbody>
<tr>
<td>450-500 Points</td>
<td>A</td>
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<tr>
<td>400-449 Points</td>
<td>B</td>
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<tr>
<td>350-399 Points</td>
<td>C</td>
</tr>
<tr>
<td>300-349 Points</td>
<td>D</td>
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<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](opens in new window).

Schedule of Activities/Assignment/Cases:

For a complete semester schedule of activities and due dates for assignments, please refer to the “Schedule of Activities Calendar” near the end of this syllabus.

Course/Class Policies:

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

Classroom or Online Behavior:
All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s)
providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the Fogelman College's Netiquette website (opens in new window). Please-no beepers, pagers, cell phones, web surfing, game playing, emailing, texting, food, etc. during class time.

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.

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

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

Academic Integrity:
The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. 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 (opens in new window). If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity (opens in new window).

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

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/Submitting Work for Grading:
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.

**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.

**Inclement Weather:** In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as TigerText (opens in new window), an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Additional information on TigerText (opens in new window). Only official university closings (for example, inclement weather) will deadline extensions be extended.

**Student Services:**
Please access the FCBE Student Services (opens in new window) page for information about:

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

**Office for Institutional Equity:**
The University is committed to ensuring equality in education and eliminating any and all acts of sexual misconduct from its campus. Sexual misconduct includes sexual harassment, sexual assault, dating violence, domestic violence and stalking. If you or someone you know has been harassed or assaulted, you can make a report to the Office for Institutional Equity at oie@memphis.edu or 901.678.2713. Please note that if you make a report to me I am required to report it. If you want to make a confidential report you can contact the University Counseling Center, 214 Wilder Tower, 901.678.2068. The University of Memphis Sexual Misconduct and Domestic Violence Policy website is: https://umwa.memphis.edu/umpolicies/UM1786.htm

**FCBE Academic Internship Credit:**
*In FCBE, all majors offer an academic internship course option as a substitution for a required elective in a student’s major.* To apply for academic credit, students must obtain an internship highly related to their major, register prior to the start of their internship and have their internship approved by departmental internship faculty. To review the requirements for applying for academic credit, visit http://www.memphis.edu/professional/internships/academic_credit.php
Students should allow approximately two weeks for the review and processing of an academic internship application through the Fogelman Internship Network.

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.

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 28</td>
<td>T</td>
<td>Course Introduction</td>
<td>Syllabus Review</td>
</tr>
<tr>
<td>Aug 30</td>
<td>R</td>
<td>Marketing &amp; Consumer Behavior</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>Sep  3</td>
<td>M</td>
<td>Labor Day Holiday</td>
<td>No Class</td>
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<tr>
<td>Sep  4</td>
<td>T</td>
<td>Changing Am. Society: Values</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>Sep  6</td>
<td>R</td>
<td>Perception</td>
<td>Chapter 8</td>
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<tr>
<td>Sep 11</td>
<td>T</td>
<td>Situational Influences</td>
<td>Chapter 13</td>
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<tr>
<td>Sep 13</td>
<td>R</td>
<td>Domino’s Reformulation</td>
<td>Case 2-1</td>
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<td>CVS Caremark</td>
<td>Case 2-2</td>
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<td>Attention Millennials</td>
<td>Case 3-4</td>
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<td>Target Resists the Christmas Creep</td>
<td>Case 4-3</td>
</tr>
<tr>
<td>Sep 18</td>
<td>T</td>
<td>Exam One</td>
<td>Chapters 1,3,8 &amp; 13</td>
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<tr>
<td>Sep 20</td>
<td>R</td>
<td>Problem Recognition</td>
<td>Chapter 14</td>
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<tr>
<td>Sep 25</td>
<td>T</td>
<td>Information Search</td>
<td>Chapter 15</td>
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<tr>
<td>Sep 27</td>
<td>R</td>
<td>Alternative Evaluation &amp; Selection</td>
<td>Chapter 16</td>
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<td>Oct  2</td>
<td>T</td>
<td>Outlet Selection &amp; Purchase</td>
<td>Chapter 17</td>
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<td>Oct  4</td>
<td>R</td>
<td>Let’s Move Campaign</td>
<td>Case 3-3</td>
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<td>Macy’s Embraces Beacon Technology</td>
<td>Case 4-5</td>
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<td>Is your Dog a Cheese-head?</td>
<td>Case 3-5</td>
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<td>Gilt Groupe’s Innovative Approach</td>
<td>Case 4-7</td>
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</tbody>
</table>
Oct  9  T  Exam Two Chapters 14,15,16 & 17
Oct 11  R  Post Purchase Process Chapter 18
Oct 16  T  Fall Break No Class
Oct 18  R  Regulation Chapter 20
Oct 23  T  Cross-Cultures Chapter 2
Oct 25  R  Subcultures Chapter 5
Oct 30  T  Telsa Case 4-6
     Abercombie Sells Ashley’s Push-Up Case 6-1
     BMW Taps the Emerging China Market Case 2-1
     Hispanic Marketing Case 2-8
Nov  1  R  Exam Three Chapters 18,20,2 & 5
Nov  6  T  Attitudes Chapter 11
Nov  8  R  American Society – Family/Households Chapter 6
Nov 13  T  Group Influences Chapter 7
Nov 15  R  MAKE UP EXAM DAY - EXAM 1, 2, or 3
Nov 20  T  Organization Buyer Behavior Chapter 19
Nov 22  R  Thanksgiving Holiday No Class
Nov 27  T  Patagonia’s Eco-Fashion Push Case 3-1
     Tide Goes Green with New Pods Case 2-7
Nov 29  R  How Social Media Nearly Down United Case 2-4
     Paccar Trucks Case 5-2
Dec  4  T  Exam Four Chapters 11,6,7 & 19
Dec  6  R  University Study Day
Dec 11  T  MAKE UP EXAM FOUR 8am – 10am

Course Grading Forms:
Consumer Behavior Presentation:
MKTG 3012-001 – Consumer Behavior
Fall, 2018
3.0 Credit Hours, Room FCB 125

Date:_____________________Student:___________________________________________

**CB Presentation**: A power point presentation to the class about **HOW & WHY Consumers Behave** regarding a topic of your choice using at least 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 class period 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**

(Item Scores: 0 to 5 points per item)

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_____


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

(Item Scores: 0 to 5 points per item)

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 chapter # and 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
### Course Sign Up Forms:

#### The Consumer Behavior Presentation Schedule Dates:

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>Sep 18</td>
<td>T</td>
<td>Exam One</td>
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<td>Sep 25</td>
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[Type text]
Oct 9 T Exam Two

Oct 11 R CBP ________________________________
       CBP ________________________________
       CBP ________________________________
       CBP ________________________________
       CBP ________________________________

Oct 16 T FALL BREAK

Oct 18 R CBP ________________________________
       CBP ________________________________
       CBP ________________________________
       CBP ________________________________
       CBP ________________________________

Oct 23 T CBP ________________________________
       CBP ________________________________
       CBP ________________________________
       CBP ________________________________
       CBP ________________________________

Oct 25 R CBP ________________________________
       CBP ________________________________
Oct 30 T  

Nov 1 R  Exam Three

Nov 6 T  

Nov 8 R  

Nov 13 R  

Nov 20 T  Make Up Exam Day – Exam 1, 2, or 3
Nov 22 R  Thanksgiving Break
Nov 27 T  CBP ________________________________
CBP ________________________________
CBP ________________________________
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Nov 29 R  CBP _______ MAKE UP FROM Nov 27 ONLY
CBP _______ MAKE UP FROM Nov 27 ONLY
CBP _______ MAKE UP FROM Nov 27 ONLY
CBP _______ MAKE UP FROM Nov 27 ONLY
CBP _______ MAKE UP FROM Nov 27 ONLY
CBP _______ MAKE UP FROM Nov 27 ONLY

Dec  4  T  Exam Four
Dec  6  R  University Study Day
Dec 11 T  Make Up Exam 4  8am – 10am

Case Assignment Signup Sheet: Every student will write up one case of choice.

Sep 13  R  Case: 2-1  Domino’s Reformulation
Sep 13  R  Case: 2-2  CVS Caremark
Sep 13  R  Case:  3-4  Attention Millennials

Sep 13  R  Case:  4-3  Target Resists the Christmas Creep

Sep 18  T  Exam One

Oct  4  R  Case:  3-3  Let’s Move Campaign

Oct  4  R  Case:  4-5  Macy’s Embraces Beacon Technology

Oct  4  R  Case:  3-5  Is Your Dog a Cheese-head?

Oct  4  R  Case:  4-7  Gilt Groupe’s Innovative Approach

Oct  9  T  Exam Two

Oct 16  T  Fall Break

Oct 30  T  Case:  4-6  Telsa Novel and Environment

Oct 30  T  Case:  6-1  Abercrombie Sells Ashley’s Push-Up

Oct 30  T  Case:  2-1  BMW Taps the Emerging Chinese Luxury Market

Oct 30  T  Case:  2-8  Hispanic Marketing

Oct 30  R  Exam Three

Nov 22  R  Thanksgiving Holiday

Nov 27  T  Case:  3-1  Patagonia’s Eco-Fashion Push

Nov 27  T  Case:  2-7  Tide Goes Green with New Pods

Nov 29  R  Case:  2-4  How Social Media Nearly Down United Airlines

Nov 29  R  Case:  5-2  Paccar Trucks

Dec  4  T  Exam Four

Dec  6  R  University Study Day

Dec 11  T  Make up Exam Four  8AM – 10AM