Course Syllabus
MKTG 3012-M50 – Consumer Behavior
Fall Semester, 2020
3.0 Credit Hours
(Last updated: 8/10/2020)

Instructor: Dale F. Kehr
Phone: 901.678.4936 (please leave phone number and best time to call back)
E-mail: dalekehr@memphis.edu (please use eCourseware email as the preferred email contact method unless it is personal)
Office: Room 210 FAB
Office Hours: As this is a fully online class, the standard means for communicating with the instructor is via eCourseware email throughout the semester. However, office appointments can be scheduled throughout the semester, if needed.

COVID-19 NOTE:
This class will be conducted according to the University COVID-19 policy that can be located at: (opens in new window to the University COVID-19 Policy information). All students should review the FCBE website that includes important considerations for students related to the ongoing COVID situation. The webpage is located at: (opens in new window to the FCBE COVID-19 webpage for students)

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): Two Choices

(1.) Custom Color Print Textbook: Consumer Behavior, ISBN: 9781307-507881
   Can be purchased at the University bookstore.

   Can only be purchased by the student from the McGraw-Hill Create website at:
   https://create.mheducation.com/shop/
   (McGraw Hill Create Website to purchase the online textbook (opens in new window))

The Custom Color Print and online Custom eBook chapters and cases are taken from:
ISBN: 978-1-260-10004-4

PLEASE NOTE: The online custom ebook 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 in chronological number order, not the original textbook chapter number. The custom textbook has two page numbers per page. The larger numbers on dark green background are the chronological page numbers of the custom book. The smaller page numbers are the page numbers from the original text. If the original printed text refers to page numbers, they will be the small page numbers. SORRY, this page number method cannot be changed by the custom print publisher.

The cases are taken from same textbook and are located at the end of the text. The cases are listed by name in random order with the page number. Only 16 cases will be used.

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 Text:

(1.) Custom Color Print Textbook can be purchased at the University bookstore.
(2.) Custom eBook Textbook is only available for credit card purchasing by the student from the McGraw-Hill Create website. To purchase the Custom ebook, go to the McGraw-Hill Create website at: McGraw Hill Create Website to purchase the textbook (opens in new window) and search by: ISBN, school or title; if title, use all CAPS or all lower case letters. You will have two (2) purchase options: view only or download to print. More instructions are included in the introduction section under the content menu. (For questions call McGraw-Hill Create direct at (1-800-962-9342))

Recommended Texts (and Related Materials): None
Location of Course Materials:

This is a fully online course and all course materials (lectures, discussion topics, news, etc.) are located on the eCourseware website (opens in new window).

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

This is an online course and much of the learning will be self-managed and self-paced. This has the benefit of accommodating each student’s unique schedule and learning style. Everything will be done fully online and asynchronously (meaning the class will not meet at specific times). 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 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 online 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 / List of Formal Assessed Activities:

The following chapter topics will be covered:

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

The following cases will be covered:
1. Chapter 1 – Case: The World Shares a Coke (p. 596)
2. Chapter 2 – Case: CVS Caremark Discontinues the Sale of Tobacco Products (p. 544)
3. Chapter 3 – Case: Attention Millennials! Automobile Manufactures Adapt for You (p. 576)
4. Chapter 4 – Case: Scent Marketing Reaches Consumers' Emotions (p. 600)
5. Chapter 5 – Case: Nissan Goes After the Dog Lover Niche (p. 606)
6. Chapter 6 – Case: Macy's embraces Beacon Technology (p. 610)
7. Chapter 7 – Case: Amazon Prime Air Prepares for Takeoff (p. 603)
8. Chapter 8 - Case: Gilt Groupe's Innovative Approach to Loyalty Programs (p. 616)
9. Chapter 9 – Case: Tesla's Novel and Environmental Approach Drive Amazing Brand Loyalty (p. 613)
10. Chapter 10 – Case: Coppa Evolves, But Technology Industries Evolve Faster (p. 531)
11. Chapter 11 – Case: Ikea Uses Market Research to Adapt For Global Markets (p. 541)
12. Chapter 12 – Case: Hispanic Marketing in Online and Mobile Formats (p. 562)
13. Chapter 13 – Case: Patagonia’s Eco-Fashion Push (p. 566)
14. Chapter 14 – Case: Tide Goes After Green with New Pods (p. 568)
15. Chapter 15 – Case: How Social Media Nearly Brought Down United Airlines (p. 550)

The following videos will be covered:
1. Chapter 1: Staples
2. Chapter 2: Newman's Organics
3. Chapter 3: Ritz
4. Chapter 4: Digital Signs
5. Chapter 5: Prius
6. Chapter 6: Mini Cooper
7. Chapter 7: Prince Segments
8. Chapter 8: Bass Pro Shop
9. Chapter 9: Best Buy
10. Chapter 10: Marketing Ethnics & Regulations
11. Chapter 11: Kraft Oreo
12. Chapter 12: McDonalds Ethnic Subculture
13. Chapter 13: Tumbleweed
14. Chapter 14: Premium Dog Market
15. Chapter 19: Doritos
16. Chapter 20: UPS

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:

Chapter Quizzes - Sixteen chapter quizzes will be given. The quizzes will test students’ knowledge, comprehension and application of the required chapter material. The exams will be composed of multiple choice questions.

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

Cases – Sixteen cases will be assigned allowing students to apply the knowledge learned to an industry setting. These cases will test the student knowledge, comprehension and application of the required chapter material.

Bonus Videos – Sixteen bonus videos will be given. These bonus videos will allow students to reflect how the chapter material was used in the video. These reflections will be graded and any points earned will be included in the final course grade computation.

Note: eCourseware calls all tests: quizzes. Following is a table showing the allotted time allowed for each quiz and the number of attempts allowed.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time Allotted</th>
<th>Attempts Allowed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Quizzes</td>
<td>120 minutes each</td>
<td>one attempt anytime during assigned period</td>
</tr>
<tr>
<td>Exam Quizzes</td>
<td>90 minutes each</td>
<td>one attempt anytime during assigned period</td>
</tr>
<tr>
<td>Case Quizzes</td>
<td>60 minutes, one attempt</td>
<td>anytime during assigned period</td>
</tr>
<tr>
<td>Bonus Video Reflections</td>
<td>Must be submitted anytime during the assigned period</td>
<td></td>
</tr>
</tbody>
</table>

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

Graded Activities:

24% 120 points/16 Chapter M/C Quizzes (15 questions per chapter at .5 point per question)
16% 80 points/16 Case Quizzes (5 Questions per case at 1 point per question)
60% 300 points/ 4 Exams (50 questions each at 1.5 points per question)
100% 500 points Total

Bonus:
10% 48 points/16 Chapter Video Write-ups (1 point for each related takeaway listed)

(NOTE: (48 possible bonus points can be added to total points)
Summary of Graded Activities

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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter M/C Quizzes (16)</td>
<td>120</td>
</tr>
<tr>
<td>Case Quizzes (16)</td>
<td>80</td>
</tr>
<tr>
<td>Four Exams (4)</td>
<td>300</td>
</tr>
<tr>
<td>Available Bonus Points</td>
<td>48</td>
</tr>
<tr>
<td><strong>Total Points used for grading</strong></td>
<td><strong>500 pts</strong></td>
</tr>
</tbody>
</table>

Final Course Grades:

Final course grade is earned according by 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:

Since this is an asynchronous online class, there is NOT a scheduled final exam for this course according by the Registrar’s academic calendar website (opens in new window).

Schedule of Activities/Assignments:

For a complete semester schedule of activities and due dates for assignments, please refer to the “What to Do and When” file located in the first module of the content section in eCourseware.

Course/Class Policies:

Technology Requirements:

The technology requirements for taking this course can be found on the
(University of Memphis Technology Requirements for online (opens in new window)) 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 (University of Memphis Information Technology Ask Tom Website (opens in new window)) 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: (University of Memphis D2L System Check (opens in new window)). Please turn off your pop-up blocker software or set it to allow for (University of Memphis Log in to eCourseware (opens in new window)) and add (University of Memphis Log in to eCourseware (opens in new window)) to trusted sites in your browser security settings.

Adding / Dropping:
If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).

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).

E-courseware:
E-courseware 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.
Chapter Quizzes (links have been provided to all quizzes)
Cases Quizzes (links have been provided to all quizzes)
Exam Quizzes (links have been provided to all quizzes)
Bonus Chapter Video Write-Ups (links have been provided to drop box)
Discussion Forms (links have been provided to all discussion forums)

Quizzes section where you will find:
Chapter Multi Choice (M/C) Quizzes
Chapter Case Quizzes
Exam Quizzes
Bonus Chapter Video Write-ups

Drop Box section for submitting Bonus Chapter Write-up project work
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)

E-MAIL:
All course email should be conducted within eCourseware and only the university e-mail addresses should be used for PERSONAL correspondence. All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.

Attendance:
Since this is an online class taught asynchronously, there are no scheduled meeting times. Thus, formal attendance will not be taken. However, you are expected to stay active and engaged throughout the academic term and keep up with the schedule of activities. Your full engagement in the class begins on the first day of the semester and should be maintained until the last assignment is submitted. For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future. 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.

Participation:
To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected participate in all interactive aspects of the course. You should check into the course frequently for announcements (usually on the course home page).

Reporting Illness or Absence:
Since attendance is not taken, there is not any need to report illness or absence. Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments or to take quizzes and exams. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be granted for extreme emergencies and it will be decided by the instructor.

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 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.

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

Late Assignments:
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 be allowed. NO EXCEPTIONS.

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

Special/Extra Credit:
There is no extra credit offered in this course. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus. 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).

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.

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 make changes as necessary to this syllabus as circumstances require. If changes are necessitated during the term of the course, the instructor will notify students of such changes both by individual eCourseware email communication and posting the notification on the eCourseware course home page.

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Schedule of Activities

Course Outline & Calendar for Consumer Behavior (MKTG 3012M50)

**CALENDAR:**

2 Day Orientation

Aug 17 thru Aug 18

**Assignments:**

Introduction & Orientation
<table>
<thead>
<tr>
<th>First of Week (Wednesday)</th>
<th>End of Week (Tuesday)</th>
<th>Chapter(s)</th>
<th>Cool Down Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Aug 19</td>
<td>Aug 25</td>
<td>1. Chapter 1</td>
<td>Chapter 1 M/C Quiz, Chapter 1 Case Quiz, Chapter 1 Bonus Video Write-up</td>
</tr>
<tr>
<td>2. Aug 26</td>
<td>Sep 1</td>
<td>2. Chapter 2</td>
<td>Chapter 2 M/C Quiz, Chapter 2 Case Quiz, Chapter 2 Bonus Video Quiz Write-up</td>
</tr>
<tr>
<td>3. Sep 2</td>
<td>Sep 8</td>
<td>3. &amp; 4 Chapter 3 &amp; 4</td>
<td>Chapter 3 &amp; 4 M/C Quiz, Chapter 3 &amp; 4 Case Quiz, Chapter 3 &amp; 4 Bonus Video Quiz Write-up</td>
</tr>
<tr>
<td>4. Sep 9</td>
<td>Sep 15</td>
<td>Exam One</td>
<td>Chapters 1, 2, 3, 4</td>
</tr>
<tr>
<td>5. Sep 16</td>
<td>Sep 22</td>
<td>5. &amp; 6 Chapter 5 &amp; 6</td>
<td>Chapter 5 &amp; 6 M/C Quizzes, Chapter 5 &amp; 6 Case Quizzes, Chapter 5 &amp; 6 Bonus Video Write-ups</td>
</tr>
<tr>
<td>6. Sep 23</td>
<td>Sep 29</td>
<td>7. &amp; 8 Chapter 7 &amp; 8</td>
<td>Chapter 7 &amp; 8 M/C Quizzes, Chapter 7 &amp; 8 Case Quizzes, Chapter 7 &amp; 8 Bonus Video Write-ups</td>
</tr>
<tr>
<td>7. Sep 30</td>
<td>Oct 6</td>
<td>Exam Two</td>
<td>Chapters 5, 6, 7, 8</td>
</tr>
<tr>
<td>8. Oct 7</td>
<td>Oct 13</td>
<td>9. &amp; 10 Chapter 9 &amp; 10</td>
<td>Chapter 9 &amp; 10 M/C Quizzes, Chapter 9 &amp; 10 Case Quizzes, Chapter 9 &amp; 10 Bonus Video Quizzes</td>
</tr>
</tbody>
</table>
Chapter 11 & 12 Bonus Video Write-up

10. Oct 21-Oct 27

**Exam Three** Chapters 9, 10, 11, 12

11. Oct 28-Nov 3

Chapter 13 & 14
Chapter 13 & 14 M/C Quizzes
Chapter 13 & 14 Case Quizzes
Chapter 13 & 14 Bonus Video Write-ups

12. Nov 4-Nov 10

Chapter 15
Chapter 15 M/C Quiz
Chapter 15 Case Quiz
Chapter 15 Bonus Video Write-up

13. Nov 11-Nov 17

Chapter 16
Chapter 16 M/C Quiz
Chapter 16 Case Quiz
Chapter 16 Bonus Video Write-up

14. Nov 18-Nov 24

**Exam Four** Chapters 13, 14, 15, 16
OPTIONAL: End of Course Survey

**End of Syllabus**