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Belmont University – MKT 3320 – Consumer Behavior

#### Syllabus – Spring Semester 2017

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| **Course #:** | MKT 3320 |
| **Instructor:** | Dr. Kyle A. Huggins |
| **Credit:** | 3 Hours |
| **Class Location:** | MC109, Massey Business Center |
| **Meeting Time:** | Section 01 – MWF 11:00-11:50am |
| **Instructor’s Office #:** | Massey 441 |
| **Phone #:** | 615-460-6932 |
| **Email Address:** | [kyle.huggins@belmont.edu](mailto:kyle.huggins@belmont.edu) |
| **Instructor’s Office Hours:** | MWF 9-11am, TR 1-2pm |
| **Textbook:** | ***Consumer Behavior*** 13th ed. by Mothersbaugh & Hawkins  McGraw-Hill: New York, NY. ISBN# 978-1-259-23254-1 |

**Course Information:**

* **Description of course:** An analysis of consumer motivation, consumer motivation, consumer purchase decisions, and factors that influence the decision process. Psychological, cultural, and media influences on decision-making are discussed.
* **Course Objectives:** The body of knowledge presented in MKTG 385 and the exercises designed to facilitate the learning of that course content can be divided into three areas that follow:

1. **Consumption and Popular Culture**

Students will be able to:

1. Recognize different perspectives of consumer behavior as presented in the accepted literature and as practiced by organizations. This will be assessed by students’ ability:
2. To distinguish among the numerous social science disciplines that have made contributions to the consumer behavior field of study.
3. To explain the effect of competing paradigms on consumer behavior thought and research perspectives.
4. Identify the impact of popular culture on their own consumer behavior. This will be exemplified by students:
5. Relating of instances where they have engaged in their own consumer behavior with greater awareness.
6. Understanding the ramifications of popular culture on consumer behavior.
7. **Consumer Behavior in Practice**

Students will be able to:

1. Identify popular techniques for consumer behavior analysis.
2. Discern the dynamic social and cultural forces prevalent in our society and their consumer behavior consequences. To achieve this objective, students will:
3. Analyze the connections between social/cultural forces and consumer behavior.
4. Complete a consumer research study examining a current hot topic in consumer behavior.
5. **Inter- and Intra-Personal Influences and Consumer Decision Making**

This area encompasses the traditional body of knowledge considered necessary for students to master in the consumer behavior field of study. Students will:

1. Comprehend the key terms, definitions, and concepts used to describe the field. Major areas of subject matter should include Perception; Motivation; Values; Personality; Lifestyles; Attitudes; Decision Making; Postpurchase Processes; Group, Individual, and Family Influences; Social Class; Subculture Groups.
2. Learn the major ideas and processes that characterize consumer behavior (these are called theories or models). Examples include, but are not limited to: Multi-attribute theory of attitude; trait personality theory; consumer decision-making processes; decision rules; expectancy disconfirmation paradigm; typology of social influence.

To achieve these objectives, the course will include lecture, class discussion/participation, various class activities, individual and/or group projects/assignments, three semester examinations, and one comprehensive final exam.

* **Pre-requisite:** Junior standing, Principles of Marketing.
* **Method(s) of Instruction:**  Lecture, In-class Discussion, In-class Exercises, Outside Readings

**Mission Statement of the College of Business Administration:**

The mission of the College of Business Administration is to be an innovative learning community that prepares entrepreneurial, ethical and socially responsible future business leaders for the dynamic global economy.

**Student Learning Outcomes of the College of Business Administration**

Students will be able to:

1. Communicate effectively orally and in writing.
2. Demonstrate the ability to effectively collaborate in business contexts.
3. Utilize analytical, quantitative, and technical concepts and methods to identify and propose solutions to business problems.
4. Recognize ethical issues, argue the principles involved, and assess the potential consequences in the process of making socially responsible decisions.
5. Understand global business issues including the diverse legal, economic and cultural environments of business.
6. Recognize and assess the risk and potential benefits of new enterprise.
7. Demonstrate basic understanding of the disciplines included in the business core.

**Course Requirements:**

* **Attendance:** Belmont University is committed to the idea that regular class attendance is essential to successful scholastic achievement. Absence is excused only in cases of illness or other legitimate cause. Attendance is checked from the first class meeting. Late registrants will have accrued some absences prior to formal registration in the course. In the case of excused absence from class, students have the right and responsibility to make up all class work missed.If you must miss a class (or leave early, or arrive late), please give me notice in advance. Up to three absences will not directly affect your grade. For each absence over three, your final course grade will be reduced 5% (i.e., five percentage points will be subtracted from your grade). Six or more absences will result in failure of the course (WF). If you come to class late (i.e., after attendance is taken), it is your responsibility to remind me after class *that same day* that you were in attendance. Two late arrivals to class will be treated as an absence. I do allow excused absences due to school sponsored activities or illness, BUT a note has to be provided by the sponsor ***on letterhead paper***. Failure to provide a written excuse on letterhead will still be counted as a class absence.
* **Participation:** First, please feel free to ask any question, no matter how (seemingly) simplistic. If you are interested in or confused about something, chances are that other students are, as well. The best discussions come from “simple” questions. My expectation in this class is that we are going to discuss topics, share feelings, debate, and maybe even greatly disagree. This is the environment in my classroom. If you don’t participate voluntarily, then I will just call on you to give your opinion. You will participate because you want to, not because you have to!
* **Prepared Assignments:** You are expected to have read the chapters assigned before the start of class. Coming to class unprepared to knowledgeably discuss the topics covered in the readings will not only severely diminish your (and others’) learning, but make you look ridiculously foolish when trying to answer a class question. ☺ PowerPoint shells will be posted to Blackboard before class for those who would like to print them to take notes.
* **Testing:** This class will be made up of three semester exams and one final exam. Dates of these exams are listed in an appendix, located at the end of this document.
* **Make-up Exams:** Very important to note that I do **NOT** give make-up exams during the semester. Only ***ONE make-up exam per student will be given on a scheduled make-up day at the end of the semester***. ***This is the ONLY day a make-up will be allowed***, and failure to do so will result in a “zero” as the score. If a student is going to miss an exam, the student does not need to notify the instructor beforehand; it will just be expected that the student will simply take the test during class time at the end of the semester. There are NO exceptions to this policy; excuse options discussed in the previously mentioned attendance policy do not apply. Students taking the make-up exam should be prepared to take an alternate test, though the level of difficulty will remain the same. A student may NOT miss two exams during the regular semester. The second missed exam immediately qualifies as a zero.
* **Class Project**: This course contains a qualitative class project that will be conducted throughout the length of the class. While there will be multiple class days devoted to the project at hand, most of the work required to complete this project will be completed outside of class through the creation of teams. Students will be separated into teams with team leaders. Team leaders will be responsible for delegating assignments to team members and then compiling their work into a team paper. As for the due dates associated with each stage of the project, we will discuss these dates during class time as each stage is completed. Additionally, the class project will be graded subjectively by the instructor while considering input from both team members and team leaders alike. This input includes an end-project peer assessment tool administered to both team members and leaders that will include survey items regarding team cohesiveness, team objectives, and overall project performance. These items will then be used to create standards across teams to evaluate overall team performance and hence, your individual class project grade as determined by peer evaluations.
* **Class Communication:** All class communications will be conducted using Blackboard and the Belmont official webmail service. Students are expected to monitor both accounts, read any messages sent or posted by the instructor, and follow the specified directions. Students can expect to receive a weekly agenda, including upcoming due dates, assignments, etc. It is VERY important that these messages are read, and read in a timely manner. As many notifications will be given, students remain responsible for whatever penalties that occur from either failure to read notices or failure to take action on them. ***NOTE: The instructor will not initiate email messages to any location other than the student’s BU Pop account.*** It is the student’s responsibility to make sure that his/her Belmont email account is not “over quota.” Further, if students send an email to the instructor from a non-Belmont account, their name should be written in the subject line for easier identification. For technical assistance with Blackboard, please contact Aimee Cabrera, Belmont’s Instructional Technology Specialist. She is best reached via email ([aimee.cabrera@belmont.edu](mailto:aimee.cabrera@belmont.edu)), but you are also welcome to call her during office hours (615-460-6699).
* **Professional Behavior:** During class the student is expected to be attentive. This means the following behaviors are inappropriate: ***ringing cell phones***, bad attitudes, talking while the instructor is presenting material in class, talking while other students are participating in class discussions, texting, doing outside work, reading non-class material, doing puzzles, ***studying or completing an assignment for another class***, sleeping, leaving behind trash, walking into class late or leaving class early. Additionally, students are expected to be prepared for class, volunteer answers and respect the opinions of others. If the instructor feels a student is disrupting the learning process of others, he/she will be asked to leave and will receive an unexcused absence. Students who regularly disrupt classes are subject to a Belmont policy on this issue, and may face permanent removal from the course.
* **Information Technology:** All submitted work must use software applications supported by Belmont, namely Microsoft Word, Access, Excel, and PowerPoint.  ***Note: Handwritten work is only allowed for in-class assignments or when stipulated.*** Note: This semester I am invoking a NO-TECHNOLOGY rule in my lecture classes. You may NOT use your laptops or cell phones to take notes in this class. I have provided the powerpoints on Blackboard for you to PRINT OUT and bring with you to class to jot notes on. History has demonstrated that my lectures classes do NOT require a laptop.
* **Methods of Evaluation:** All of the learning activities discussed previously will be evaluated and factored into the course grade. In the calculation of the grade, these activities will be weighted as follows:

**Activity Total Points Possible:**

3 Semester Exams @ 100 pts each 300

Group Research Project 200

Class / Group Participation 50

Final Exam 200

**Total Points Available 750**

At the end of the semester, the instructor will assign +’s and –‘s using the grading scheme listed below. No automatic final rounding of grades will occur, nor will there be any guaranteed extra credit or curve on any assignment. Students should strive to do their best right from the beginning of the semester.

92.50 - 100 = A 72.50 - 76.49 = C

89.50 - 92.49 = A- 69.50 - 72.49 = C-

86.50 - 89.49 = B+ 66.50 - 69.49 = D+

82.50 - 86.49 = B 62.50 - 66.49 = D

79.50 - 82.49 = B- 59.50 - 62.49 = D

76.50 - 79.49 = C+ < 59.49 = F

**University Policies:**

* **Accommodation of Disabilities:** In compliance with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act, Belmont University will provide reasonable accommodation of all medically documented disabilities. If you have a disability and would like the university to provide reasonable accommodations of the disability during this course, please notify the Office of the Dean of Students located in the Beaman Student Life Center (460-6407) as soon as possible.
* **Honor Code:** The Belmont community values personal integrity and academic honesty as the foundation of university life and the cornerstone of a premiere educational experience. Our community believes trust among its members is essential for both scholarship and effective interactions and operations of the University. As members of the Belmont community, students, faculty, staff, and administrators are all responsible for ensuring that their experiences will be free of behaviors, which compromise this value. In order to uphold academic integrity, the University has adopted an Honor System. Students and faculty will work together to establish the optimal conditions for honorable academic work. Following is the Student Honor Pledge that guides academic behavior:

“I will not give or receive aid during examinations; I will not give or receive false or impermissible aid in course work, in the preparation of reports, or in any other type of work that is to be used by the instructor as the basis of my grade; I will not engage in any form of academic fraud. Furthermore, I will uphold my responsibility to see to it that others abide by the spirit and letter of this Honor Pledge.”

* **Course Evaluations:** Belmont University provides all students with the opportunity to evaluate their courses. Toward the end of each semester, students will be made aware that the online course evaluations are open. Students are expected to participate in course evaluations when they are made available.

**Class Schedule:** It is the student’s responsibility to keep track of scheduled examination / project / assignment dates, any changes in these dates, material covered in class and all other announcements made in class. Students can expect to be notified of changes through in-class announcements, on Blackboard, or through e-mail. \**NOTE - The instructor reserves the right to change any part of the syllabus (readings, point structure, due dates for assignments/project, exam schedule, etc.) at anytime during the semester, and such changes are binding regardless of what is written in the syllabus.* Below is the class schedule:

**Appendix 1: Tentative Class Schedule\***

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| **Belmont Spring 2017 Tentative Class Schedule** | | | | |
| **Date** | |  | **In Class Agenda** | **Class Project Due Dates** |
| M | Jan 9 |  | Syllabus & Intro to CB |  |
| W | Jan 11 |  | External Influences |  |
| F | Jan 13 |  | External Influences |  |
| M | Jan 16 |  | NO CLASS – MLK Day Holiday |  |
| W | Jan 18 |  | External Influences |  |
| F | Jan 20 |  | External Influences |  |
| M | Jan 23 |  | External Influences |  |
| W | Jan 25 |  | External Influences |  |
| F | Jan 27 |  | External Influences |  |
| M | Jan 30 |  | External Influences | Read Harley Davidson Article – Due Feb 6 |
| W | Feb 1 |  | External Influences | Read Fashion Article – Due Feb 8 |
| F | Feb 3 |  | External Influences |  |
| M | Feb 6 |  | Project Day / Harley Article | Groups Announced / Develop Research Q |
| W | Feb 8 |  | Project Day / Fashion Article |  |
| F | Feb 10 |  | External Influences |  |
| M | Feb 13 |  | External Influences |  |
|  | Feb 13 |  | Office Hours – Group Meetings | Must Have RQ Approved during Office Hours |
| W | Feb 15 |  | External Influences |  |
| F | Feb 18 |  | Exam #1 |  |
| M | Feb 20 |  | Internal Influences | Introduction to Paper Due |
| W | Feb 22 |  | Internal Influences |  |
| F | Feb 24 |  | Internal Influences |  |
| M | Feb 27 |  | Internal Influences | Conceptualization Due |
| W | Mar 1 |  | Internal Influences |  |
| F | Mar 3 |  | Internal Influences |  |
|  | Mar 6-10 |  | NO CLASS – SPRING BREAK |  |
| M | Mar 13 |  | Internal Influences | Individual Transcriptions Due by Email |
| W | Mar 15 |  | Internal Influences |  |
| F | Mar 17 |  | Internal Influences |  |
| M | Mar 20 |  | Internal Influences | Methodology Write-Up Due |
| W | Mar 22 |  | Internal Influences |  |
| F | Mar 24 |  | Exam #2 |  |
| M | Mar 27 |  | Consumer Decision Processes |  |
| W | Mar 29 |  | Consumer Decision Processes |  |
| F | Mar 31 |  | Consumer Decision Processes |  |
| M | Apr 3 |  | Consumer Decision Processes | Thematic Analysis Due |
| W | Apr 5 |  | Consumer Decision Processes |  |
| F | Apr 7 |  | Consumer Decision Processes |  |
| M | Apr 10 |  | Consumer Decision Processes |  |
| W | Apr 12 |  | Consumer Decision Processes |  |
| F | Apr 14 |  | NO CLASS – Easter Holiday |  |
| M | Apr 17 |  | Consumer Decision Processes | Completed Paper Due (Including Disc/Conc) |
| W | Apr 19 |  | Consumer Decision Processes |  |
| F | Apr 21 |  | Exam #3 |  |
| M | Apr 24 |  | Make-Up Exam Day |  |
| R | Apr 27 |  | Final Exam at 11am |  |
| S | May 6 |  | Graduation |  |

\* Note: This is a tentative class schedule. Changes may be made at the professor’s discretion. You are responsible for any changes to the schedule and/or due dates announced in class.