

# **Marketing 321--Consumer Behavior (Online)**

## **Spring 2019**

Professor: Dr. Joanna Phillips Melancon

Office Location: Grise Hall 410  
Office Phone: 745-2619  
Email: [joanna.phillips@wku.edu](mailto:joanna.phillips@wku.edu)

Office Hours:  
Monday: 9:00-12:30  
Tuesday/Thursday: 9:00-11:10  
Or by appointment

**It is imperative that you read and understand every word of the syllabus. You are responsible for understanding all requirements listed within this syllabus. You are welcome to ask for clarifications on anything BEFORE deadlines/due dates, but missing a deadline because you did not fully understand the syllabus will not be acceptable after the date has passed. SEE COURSE SCHEDULE AND IMPORTANT DEADLINES TO KEEP YOU ON TRACK.**

**You must have access to Blackboard and MyLab throughout the course to complete the requirements of this course. You must also be willing to do quite a bit of reading and study on your own in order to do well in the course. It is critical that you read and understand the syllabus thoroughly, as not knowing something in the syllabus does not excuse you from that requirement. You are always welcome to ask for clarification for anything you don't understand. This course will require a time commitment. Keep in mind that if we were meeting as a class, we would meet for 3 hours a week. The time commitment expected from an online course is similar.**

### **Course Description:**

A study of the basic concepts underlying consumer behavior, sociological and psychological phenomena which influence consumer behavior, and research approaches which allow marketers to predict and influence consumer behavior.

### **Course objectives**

**Upon completion of this course, students should be able to:**

- Understand the internal and external variables that influence consumers' decisions to purchase products/services for themselves, friends, relatives, and significant others.
- Identify tactics in the marketplace which relate to concepts and theories of consumer behavior
- Relate market strategy to an understanding of the consumer
- Understand the importance of the consumer in the marketing process

**Prerequisites: MKT 220 (or 320, Basic Marketing Concepts)**

## **Required Text:**

MyLab and E-book: Consumer Behavior, Buying, Having and Being, 2017, 12<sup>th</sup> Edition by Michael Solomon. Pearson. ISBN: 9780134472485

You may buy an access code at the Bookstore or I will provide a link directly to the website, where you may purchase access to the book and MyLab.

## **Exams:**

**Format:** There will be four exams over the course of the term. All Exams will be given in multiple choice format on Blackboard. Each exam will consist of approximately 50 multiple choice questions randomly selected by Blackboard from a pool created by me. Exams are open book/open note, but please understand that given the time constraints on the test if you choose not to prepare by reading the material beforehand, you will not be able to successfully complete the exam within the time limit and you will most likely not be pleased with your grade. I suggest reading through chapters at least twice and taking notes, as well as reviewing the chapter summaries and answering questions at the back of the chapters to prepare for exams.

**Content:** Exams will draw material from the chapters and any additional readings/media for the course assigned by me.

**Exam Procedure:** All exams will be available at the start of the course. You may take them at your own pace. I will post a *suggested* exam schedule, but it is up to you when you wish to take the exam. However, all exams must be completed by Wednesday May 8 at noon. This is a hard deadline with no exceptions. You also need to leave yourself enough time for me to reset an exam for you should something happen and you to still finish by May 8 at noon.

**Time Constraints:** Once you begin the exam, you will have 60 minutes to complete the entire exam. Blackboard will track your time taking the exam. If you go over the allotted 60 minutes, you will be penalized 1 point for every minute beyond 60.

**Attempts/Penalties:** Once you begin an exam, you must complete the exam and you will not be allowed another attempt, even should you take that exam earlier than suggested on the syllabus.

Should you get locked out of an exam at any point, you must inform me so that I can reset the test for you. There is no penalty for getting locked out of an exam once. However, if you should get locked out a second time for any other test, there is a 15 point deduction for each lockout. I suggest taking your exams on a wired (rather than wireless connection).

**Should you have any issues with technology, you should contact the WKU Helpdesk (745-7000), as they are much more prepared and able to help you with your technology-related questions than I am.**

**Missing an Exam:** Should you fail to take an exam for the course by the deadline, you will receive a zero for that exam. Be sure that you schedule your time wisely enough to take all exams by the deadline. There are no exceptions or extensions available. This course is flexible enough without them. Please, please do not wait until the last days of the term to take all of your exams. This will set you up for failure in the course.

**Where are Exams?** Exams will be available in the Course Documents section of Blackboard in a folder called Tests. Your grades will be immediately available through the Blackboard Gradebook feature, unless you go over the allotted time, in which case I will have to manually enter your score.

### **Course Assignments:**

Every student will be required to complete and submit assignments through MyLab over the course of the semester corresponding to relevant topics in the course. Assignments are designed to help you apply the material you are learning. Assignments will be available through the MyLab page.

Unlike the exams, these have due dates that correspond to the weekly assigned readings, so you must pay attention to deadlines here. Every week you will have at least one chapter assignment due. **Late assignments will not be accepted.** You may, however, turn in assignments as early as you'd like. They are all available at the start of the course.

Assignments are a combination of video cases and simulations that require you to read through scenarios and make decisions based on relevant topics in your readings. Depending on the effort required, each assignment is worth 10-20 points.

**Due dates for each week's assignments are listed on the class schedule at the end of the syllabus. Late submissions will not be accepted, so plan accordingly.**

### **Academic Dishonesty/Plagiarism Policy**

It is expected that in all cases, students will do their own work. Cases of either plagiarism or cheating will result, at a minimum, in a failing grade for the assignment or exam where dishonesty occurred. Depending on the severity of the offense, failure in the course may result. **As a college student, there is no excuse for not understanding what constitutes plagiarism/cheating, and that excuse will not be acceptable in this class.** If you are taking credit for or copying someone else's work without giving them full and correct credit for their ideas or words, it is plagiarism/cheating. This includes not using quotation marks when appropriate, not citing sources, or not citing sources correctly, within your writing assignments. Your assignments and tests will be screened for cheating/plagiarism. Your work may be checked using plagiarism detection software.

## **Grading Criteria:**

**Your final grade will be calculated the following way:**

<b>Exam 1</b>	<b>100</b>
<b>Exam 2</b>	<b>100</b>
<b>Exam 3</b>	<b>100</b>
<b>Exam 4</b>	<b>100</b>
<b>Assignments</b>	<b>200</b>

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<b>Total</b>	<b>600 points</b>
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Grading Scale:

- A = 89.5 % or higher; B = 79.5%-89.4%; C = 69.5%-79.4%; D = 59.5%-69.4%; F = below 59.4%.

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### **Asking for Exceptions in Grades, Due Dates, or other Course Policies:**

Rounding Figures are fixed/non-negotiable. Assuming there is no error in calculations on my part, (and if you feel there is you should certainly bring it to my attention) my posted grades are final and not open to discussion/negotiation.

You will receive the grade you *earn* in my class. I do not “give” grades. I will not listen to any lobbying for grade changes based on irrational reasons. These arguments are unprofessional and inappropriate. Irrational reasons for me to change your grade include, but are not limited to, the following, and I DO NOT want to hear them:

- o “This is my last semester” or “I am graduating this semester.”
- o “I will not graduate if I don’t get a C (or whatever) in this class.”
- o “I will lose my scholarship/place on \_\_\_ team if I don’t get a better grade.”
- o “It is a financial burden to have to retake the course” or “I paid a lot of money to take this class.”
- o “I took x number of credits this semester.”
- o “I work x number of hours each week on top of school.”
- o “I commute x number of minutes/hours to campus.”
- o “I have gotten an A (or whatever other passing grade) in x other class or classes.”
- o “I have never gotten such a low score before”
- o “I did not have internet access for a while because (insert any reason).”
- o “I did not know that was plagiarism” or “I’ve done this in other papers,” or “I meant to put the citations in later.”
- o “I meant to work harder in this course.”

## **Student Disability Services**

In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services in DUC A-200 of the Student Success Center in Downing University Center. Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

**Class Reading and Assignment Schedule Summary Follows:**

## Class Schedule:

This is only a tentative schedule that may change during the term. If changes are announced on Blackboard or through email, you are responsible for knowing this information.

<i>Date</i>	<i>Topic</i>	<i>Due by Sunday 11:59 p.m. each week</i>
Week 1: 1/21	Register for access to Book and My Lab <b>Read Chapter 1:</b> An Introduction to CB	Assignment: Chapter 1 Simulation: Consumer Behavior (Due Feb 3 to give you time to get access)
Week 2: 1/28	Chapter 2: Consumer Social Well Being (and Ethics)	Assignment: Chapter 2 Simulation: Ethics
Week 3: 2/4	Chapter 3: Perception	Assignment: Chapter 3 Simulation: Advertising
Week 4: 2/11	<b>Suggested Test 1 Window: Covers Chapters 1,2, 3. Suggested completion by Monday, Feb 11</b>  <b>Chapter 4</b> Learning and Memory	Assignment Chapter 4 Video: Plymouth Rock Assurance
Week 5: 2/18	<b>Chapter 5:</b> Chapter 5: Motivation and Affect	<i>Chapter 5 Video</i> Assignment: Toy CompanVy Inspires...
Week 6: 2/25	Chapter 7: Personality	<i>Chapter 7 Assignment:</i> <i>Simulation on Targeting, Segmentation and Positioning</i>
<b>Week 7:</b> <b>3/4</b>	<b>SPRING BREAK, Rest</b>	
Week 8: 3/11	Chapter 8: Attitudes and Persuasion	<i>Chapter 8 Assignment:</i> <i>Simulation on IMC</i>
<b>Week 9</b> <b>3/18</b>	<b>Suggested Test 2 Window: Covers Chapters 4, 5, 7, 8, Suggested Completion by Monday, March 18</b>  Chapter 9: Decision Making	<i>Chapter 9 Video</i> Assignment: Subaru
Week 10: 3/25	Chapter 10: Buying, Using and Disposing	<i>Chapter 10 Video</i> Assignment: Progressive
Week 11: 4/1	Chapter 11: Groups and Social Media	<i>Chapter 11 Assignment:</i> <i>Simulation</i>
Week 12: 4/8	<b>Suggested Test 3 Window: Covers Chapters 9, 10, 11 Suggested Completion by Monday, April 8</b>  Chapter 12: Income and Social Class	<i>Chapter 12 Video</i> Assignment: Cadillac
Week 13: 4/15	Chapter 13: Subculture	<i>Chapter 13 Video</i> Assignment: Jones Soda
Week 14: 4/22	Chapter 14: Culture	<i>Chapter 14 Assignment:</i> <i>Simulation on New Product Development</i>

Week 15 4/29	<i>Suggested Test 4 Window: Covers Chapters 12, 13, and 14. Suggested Completion by Monday, April 29</i>	
	Review, catch-up and finish up	
<b>FINALS</b>	<b>All exams must be completed by May 8 at noon.</b>	

### Summary of Important Dates and Deadlines

<b>Date</b>	<b>Assignment/Deadline</b>	<b>Points</b>
Feb 3	Assignment Chapter 1: Consumer Behavior Simulation	20
Feb 3	Assignment Chapter 2: Ethics Simulation	20
Feb 10	Assignment Chapter 3: Advertising Simulation	20
Feb 17	Assignment Chapter 4: Video and Quiz, Plymouth Rock Assurance	10
Feb 24	Assignment Chapter 5: Video and Quiz, Toy Company Inspires...	10
Mar 3	Assignment Chapter 7: Segmenting, Targeting Positioning Simulation	20
Mar 17	Assignment Chapter 8: IMC Simulation	20
Mar 24	Assignment Chapter 9: Video and Quiz, Subaru	10
Mar 31	Assignment Chapter 10: Video and Quiz, Progressive	10
Apr 7	Assignment Chapter 11: Online Marketing Simulation	20
Apr 14	Assignment Chapter 12: Video and Quiz, Cadillac	10
Apr 21	Assignment Chapter 13: Video and Quiz, Jones Soda	10
Apr 28	Assignment Chapter 14: New Product Development Simulation	20
May 8	Deadline for All Exams to be completed, by NOON	