

Western Kentucky University
MKT 321 – Consumer Behavior
Summer
June 10 – June 28

Instructor: Dr. Patricia Todd
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Office Hours: By appt.

PREREQUISITE: MKT 220

REQUIRED TEXT: *Consumer Behavior, Michael R. Solomon, 12th edition. Pearson ISBN 9780134129938 (You may use an older edition at your own risk)*

COURSE DESCRIPTION:

Contemporary business leaders understand the growing importance of being consumer driven. Marketing, now and in the future, must be customer-driven. The success of any firm is dependent on building a marketing strategy that begins and ends with the consumer. In this course, you will enhance your understanding 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 behavior.

COURSE OBJECTIVES:

The objective of the course is to provide key tools and frameworks for analyzing consumer behavior in order to solve marketing problems and define effective marketing strategy.

Specifically, you will:

- Appreciate the importance of consumer analyses to the design, implementation, and evaluation of successful marketing strategies and programs.
- Learn about relevant theories and research in behavioral sciences (e.g., psychology, sociology, economics) to understand and influence consumer behavior.
- Improve your abilities to discover original consumer insights that go beyond surface-level intuitions.
- Analyze the strengths and limitations of specific, often competing theories for interpreting particular consumer issues.
- Apply consumer behavior research findings when designing and evaluating marketing strategies.

COURSE STRUCTURE:

This is an online course; therefore, it is necessary to have access to online technology every day during this term. It is your responsibility to have access to and to understand the usage of Blackboard as all of the course materials will be available only on Blackboard. Due to the condensed time of the term, late

materials will not be accepted! If you have any questions concerning the expectations and requirements We will be moving extremely fast and there is a lot of reading material to cover.

Exams: There will 3 exams due on each of the 3 Fridays of the session. Each will be worth 100 points and will be short essay and multiple choice. No make-up exams will be allowed.

Discussion Board:

There will discussion of topics on Blackboard pertaining to current issues in consumer behavior. The prompt for the discussion board will be in Blackboard. It is your responsibility to contribute to the discussion with insightful and professional comments. Replies such as I agree are not considered meaningful. Be insightful, you are encouraged to bring outside information into the discussion. Also use proper grammar and spelling. Do not use tenglish (texting english). The following criteria are used to evaluate discussion at the end of the term. Number of quality comments that stimulated further discussion. The use of outside references (again cite the reference in your discussion). The amount of participation and thoughtfulness of comments will help determine the grade you receive.

COURSE GRADING STRUCTURE:

	Percent
A	100 - 90
B	89 - 80
C	79 - 70
D	69 - 60
F	Below 60

REVIEWING GRADES:

All grades will be posted on Blackboard.

GRADING:

<u>Component</u>	<u>Point Values</u>
Three exams @100	300
Discussion Board	100
Total	400 points

COMMUNICATION:

The best way to reach me is via email. I access my email many times a day. I will use Blackboard's email system to contact you individually or as a group about the class (e.g. changes in the syllabus, assignments, etc.). It is your responsibility to make sure that emails sent via Blackboard can reach you at an email address you check on a regular basis.

ACADEMIC DISHONESTY WILL NOT BE TOLERATED!

Any type of cheating or academic dishonesty will be dealt with in accordance to the university

guidelines. If I find evidence of cheating, including copying and pasting from Internet sources or other students, you, and whoever else is involved will not only receive a zero for the assignment but may also receive a failing grade for the course. There will be no exceptions.

Official WKU Notifications:

Title IX Misconduct/Assault Statement

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and

Discrimination and Harassment Policy (#0.2040) at https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

ADA Accommodation Statement

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.