

Marketing 321--Consumer Behavior (Online) Summer 2020

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Office Hours:
Via phone or Zoom 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 Pearson My Lab 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 5 days a week for 3 hours a day. 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 (Basic Marketing Concepts)

Required Text:

MyLab and E-book: Consumer Behavior, Buying, Having and Being, 13th Edition by Michael Solomon. Pearson. Textbook ISBN-13: 9780135225691

You may purchase an access code through the bookstore or directly from Pearson through the link I will provide via Blackboard on the first day of class. I believe the cost is less if you purchase directly through Pearson, but I know there are instances where going through the bookstore is necessary for Financial Aid.

Exams:

Format: There will be three 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 Friday, July 31 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 July 31 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: Mini Simulations

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.

This semester, you will be required to complete multiple Mini Sims, which are an assignment found in the MyLab program. When working on a Mini Sim, you will be given a business situation or challenge and asked to make a series of decisions. As in any business situation, there are multiple approaches you can take, though there will always be the “best” choice, an “ok” choice, and a “not the best” choice. To provide you with an applied business experience, the Mini Sims were designed with multiple decision choices that lead you down different scenario paths. You will be given specific feedback about the decision you made after each choice. You will also receive a score at the end of each Mini Sim based on your performance across all of the decision points. It is advisable to read the chapters before attempting the simulation for the best outcome.

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 two mini sim assignments 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. Each simulation is worth 15 points, which means that these assignments, taken together, add up to a significant portion of your overall grade. Each assignment should take approximately 10 minutes to complete, although there is no time limit on how long you may take on the simulations (not counting the chapter readings).

Due dates and topics for each week’s mini simulations are listed on the class schedule at the end of the syllabus. Late submissions will not be accepted, so plan accordingly. Simulations will be linked in the Content Folder of Blackboard in a sub-folder called Simulations. You will also be able to get to them by logging into MyLab and looking at the Assignment list.

- **Discussion Board:** A critical component of this course is student interaction through the discussion board. Evaluation of discussion board comments will be based on the thought you put into your comments as well as the amount of discussion generated by your comments. I will not post evaluations for your discussion board comments weekly, but rather as a final grade. I am, however, happy to look at one or two comments sent to me via email to tell you if it is “substantive.” Discussion board guidelines are discussed below:
 - You must make 5 substantive comments on the Discussion Board each week of the course.
 - Discussion Board Forums will only be open a week at a time. Discussion boards will open on Monday morning and be open until the following Sunday at 11:59 p.m., at which point

that week's discussion board will close permanently and the new board will open. Note that for the last week of class, we do not have a full week. **Your final discussion board postings are due Wednesday July 29 by noon.** I will open the final discussion board a few days early to allow you some extra time for the last board.

- You must contribute to the board each week. Posts are relevant to the scheduled reading for that week, as well as current topics in the news about consumer behavior. Attempt to post early in the week to generate discussion. Habitually waiting until the last minute each week to post your comments will result in points deduction, as discussion is effectively killed if no one can respond to your posts before the board closes. You can only receive credit for seven posts in any given week, so do not plan to make all your postings for the course during one single week.
- Although the frequency of comments on the discussion board will be important, the quality of comments is also relevant for overall scores. Making more than the minimum substantive contributions per week is encouraged and will help to insure you get full credit for the discussion portion of the class.
- By substantive contributions, I am not merely talking about a comment in which you state your agreement with someone else's post, followed by a one-sentence follow up. You should raise issues or thoughts of your own, bring in outside material that relates to the topic, talk about your own experience with the topic in the marketplace, bring up specific examples to support your points, etc. This is not an exhaustive listing of how you can contribute to the board, rather it is a starting point meant to be helpful.
- One way in which students can contribute to the board is to bring in/link to outside information that provides more information on a topic. When posting information on the board, please do not simply post links to websites/pictures/videos. This is not quality input. Rather, be sure that you frame the link with a short introduction of what the link is about and how it relates to the material or makes a relevant point. Not only will it give others a sense of what they are viewing, but this will demonstrate your understanding of the topic at hand, which is a critical component of your discussion board postings. Be sure any links you post contain appropriate material, and nothing that you would not see in a classroom setting.
- It is encouraged that you post your opinions and you are free to disagree with other students, but personal attacks on students and/or the professor will not be tolerated (I don't expect to have this problem, but be forewarned). If any post is considered to be an attack on another student, it will be removed from the board and a corresponding reduction in points will occur. Extreme cases may lead to removal from the course altogether. Intelligent disagreement never resorts to personal attack, and you must be civil/professional on the discussion board, much as you would be expected to be in class.
- Discussion board comments should be grammatically correct, free of slang, and written in a professional tone. Do not use "text speak" on the discussion board or in any communication to me. Posts that contain many grammatical errors or incoherent writing

will be disregarded in evaluation. You should take the time to frame your comments carefully—they should be treated as a professional response in a professional setting. Posts that do not exhibit thoughtful framing of response are not considered substantive.

Additionally, plagiarized discussion board postings will receive no credit and plagiarizing posts will result in a zero on the entire discussion board requirement of the course. You may cite other sources in your responses, but citations must be present.

- This component of the course is to facilitate interaction between students since we will not meet as a class. Thus, every student is responsible for contributing regularly through professional and thoughtful comments on the discussion board. You are encouraged to go above and beyond by posting more than 5 substantive comments, however, be aware that individuals cannot receive credit for more than 7 posts in any given weekly forum.

Discussion Board Evaluation:

Your discussion board grade will be a function of the total number of substantive contributions you make each week. For example, to receive 100% of Discussion board posts, students would have to make the maximum number of weekly substantive contributions (5) every week of the course the discussion board is open, for 15 total substantive contributions. Your discussion board grade is calculated by taking your total number of substantive contributions as a percentage of the total required contributions. I do not post Discussion Board Grades until the end of the course, so if you have any questions about what constitutes a substantive contribution in your responses, email me and I will be glad to provide you with feedback. Ask earlier in the semester rather than later if you have questions about your contributions.

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:

Exam 1	100
Exam 2	100
Exam 3	100
Mini-Simulations	90 (6 @ 15 points each)
Discussion Board	150
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Total	540 points

Grading Scale:

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

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.”
- 0 “I will not graduate if I don’t get a C (or whatever) in this class.”
- 0 “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”
- 0 “I did not have internet access for a while because (insert any reason).”
- 0 “I did not know that was plagiarism” or “I’ve done this in other papers,” or “I meant to put the citations in later.”
- 0 “I meant to work harder in this course.”

ADA Accommodations

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, Room 1074. The 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.

Title IX/ Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU’s [Title IX Sexual Misconduct/Assault Policy](#) (#0.2070) and [Discrimination and Harassment Policy](#) (#0.2040). 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.

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's [Counseling and Testing Center](https://www.wku.edu/heretohelp/heretohelpemail.php) at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-843-4357.

Class Reading and Assignment Schedule Summary:

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.

Week: Dates	Weekly Assignments	Readings and Materials
Week 1: July 13-19	Chapter Reading/Topics: Chapter 1: An Introduction to CB Chapter 2: Consumer Social Well Being (and Ethics) Chapter 3: Perception Week one Assignments, Due by July 19 at 11:59 p.m. <ul style="list-style-type: none"> Chapter 1 Simulation: Consumer Behavior (15 points) Chapter 3 Simulation: Perception (15 points) Week One Discussion Board (5 posts) completed by July 19, 11:59 p.m. Suggested Test 1 Window: Covers Chapters 1, 2, 3. Suggested completion by Monday, July 20	Chapters 1-3 Simulations: Chapter 1 and 3 Week One Discussion Board
Week 2: July 20-26	Chapter Reading Material: 26 Chapter 4: Learning and Memory Chapter 5: Motivation and Affect Chapter 7: Personality. Lifestyles and Values Chapter 8: Attitudes and Persuasion Week 2 Assignments due July 26 by 11:59 p.m. <ul style="list-style-type: none"> Chapter 7 Simulation: Target, Segmentation and Positioning (15) Chapter 8 Simulation: Attitudes (15) Week 2 Discussion Board posted by July, 11:59 p.m. Suggested Test 2 Window: Covers Chapters 4, 5, 7, 8, Suggested Completion by Monday, July 27	Chapters 4, 5, 7, 8 Prezi Lecture: Weapons of Influence Simulations: Chapter 7 and 8 Week Two Discussion Board
Week 3: July 27-31	Chapter Reading Material: Chapter 9: Decision Making Chapter 11: Groups and Social Media Chapter 13: Subcultures Chapter 14: Culture Week 3 Simulations due by Friday, July 31 at Noon. <ul style="list-style-type: none"> Chapter 11 Simulation: Groups (15) Chapter 13 Simulation: Subcultures (15) Week 3 Discussion Board Due by WED July 29 at noon.	Chapters 9, 11, 13, 14 Prezi Lecture: Age Cohorts or Culture Simulations: Chapter 11 and 13 DISCUSSION BOARD Week 3

<i>Week: Dates</i>	<i>Weekly Assignments</i>	<i>Readings and Materials</i>
	Test 3: Covers chapters 9, 11, 13 and 14. This and all other tests must be completed by Friday July 31 at noon.	DUE BY WED AT NOON.

Summary of Important Dates and Deadlines

<i>Date</i>	<i>Topic</i>	<i>Chapters</i>
July 13	Course Begins	
July 19	Complete First Week Assignments and Discussion Board	
July 20	Suggested Test 1 Completion Date	1, 2, 3
July 26	Complete Second Week Assignments and Discussion Board	
July 27	Suggested Test 2 Completion Date	4, 5, 7, 8
July 29	Complete Week 3 Discussion Board by Noon	
July 31	All exams and Third Week Assignments must be completed by noon, Friday July 31 at noon.	9, 11, 13, 14