



**DR. JOANNA
MELANCON**

Office Address:
Grise Hall 412
joanna.phillips@wku.edu,
270-745-2619

**OFFICE HOURS
VIA ZOOM OR
PHONE BY
APPOINTMENT**

"WE ARE WITNESSING A
SEISMIC CHANGE IN
CONSUMER BEHAVIOR.
THAT CHANGE IS BEING
BROUGHT ABOUT BY
TECHNOLOGY AND THE
ACCESS PEOPLE HAVE
TO INFORMATION"

Howard Schultz



**THIS COURSE WILL GO
FAST. YOU MUST READ
THIS SYLLABUS. I AM
HERE TO HELP, BUT
YOU ARE RESPONSIBLE
FOR KEEPING UP WITH
ASSIGNMENTS AND DUE
DATES!**

MKT 321:

Consumer Behavior



SUMMER 2025

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 course completion students should:

- Understand the internal and external variables that influence consumers' decisions to purchase products/services for themselves and 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

Pre-requisite: MKT 220, Basic Marketing Concepts

COURSE MATERIALS

Textbook and Simulation

- Consumer Behavior, Buying, Having and Being (E-book), 13th Edition by Michael Solomon/MYLAB Program Bundle from Pearson.
- Stukent's Online Consumer Behavior Simternship

These materials will be linked through our Blackboard site. The Big Red Backpack program should provide you with access information. If you are opting out of Big Red Backpack, you will be prompted to enter credit card info.

Blackboard

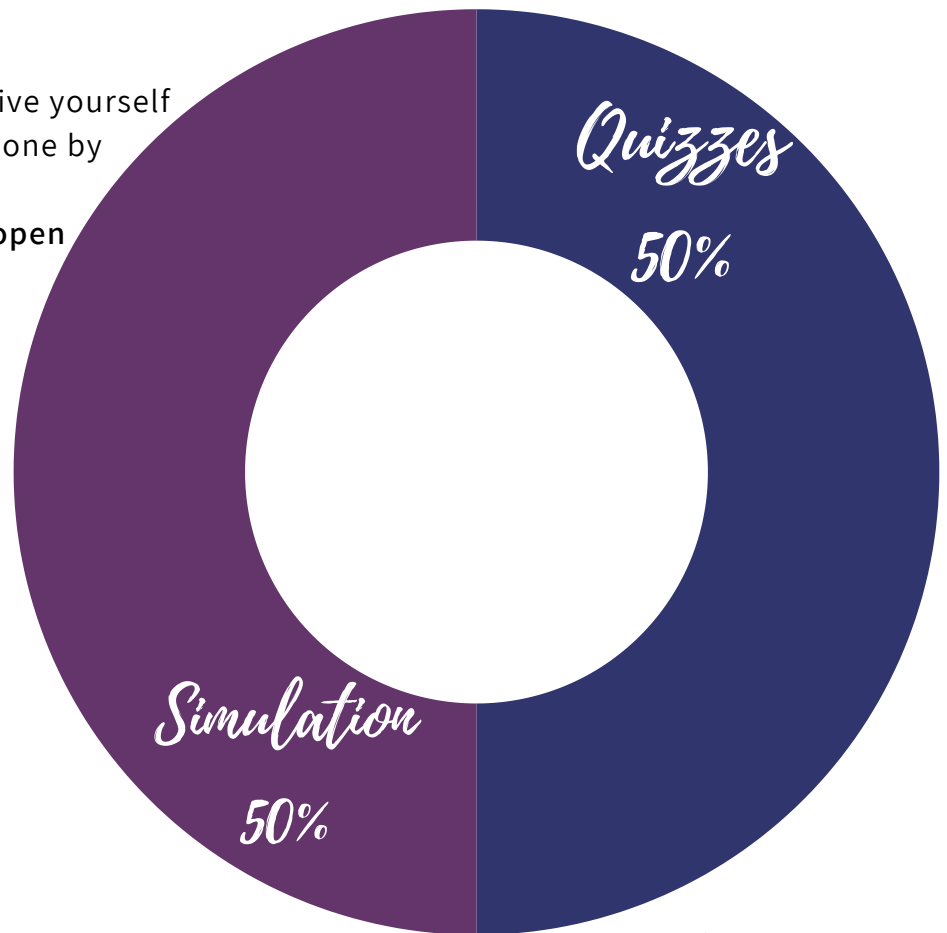
- To stay up-to-date with course changes and announcements, it is essential to have daily access to Blackboard.

CHAPTER QUIZZES

Course Assignments

- In lieu of exams, you will take smaller-stakes quizzes for each assigned chapter through Blackboard. These quizzes are worth 20 points each and should be taken after reading the chapter (not while you read) as there are time limits on the quizzes.
- Quizzes are open book/open note, but please understand that given the time constraints on the quiz, if you choose not to prepare by reading the material beforehand, you will not be able to successfully complete the quiz within the time limit.
- All quizzes are available from the beginning of the course. You must take them all by the unit/weekly due date (See schedule for due dates).
- Time Constraints: Once you begin a quiz, you will have 10 minutes to complete the entire quiz (depending on the number of questions). Once you begin a quiz you must complete the quiz.
- Quizzes are single attempt only.
- No late work will be accepted. Give yourself enough time to be sure you are done by the assigned deadline.

Once quizzes close, they will not reopen



STUKENT SIMULATION

You will also complete a simulation designed to give you exposure to the work of a brand manager making decisions on behalf of a fictional bag supply company (called Buhi Bags). Buhi Bags is actually based on a real-world company called Herschel Supply. You'll go through the process of researching consumer segments, picking segments, constructing personas, and marketing a product to those consumers to achieve business objectives over the 8 rounds of the simulation. Each round of the simulation will provide you with the information you need. I will provide additional instruction through supplemental lectures. The simulation is automatically scored based on whether you picked the worst, better, or best option at several turns. Due dates for each round are in the syllabus schedule and instructions for each round will be provided via Stukent and through Blackboard.



*Ask for help/clarification
any time BEFORE Due Dates!*

Course Policies

Grade Breakdown

Chapter Quizzes:

9 @20 pts 180

Stukent Simulation

6 rounds @ 30 180

Total Points 360

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 for discussion/ negotiation.

WKU Counseling Center

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 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

Plagiarism/Cheating

Cheating (not completing your own work, including using study sites for quiz answers) is not tolerated and will result in a zero in the course.

Plagiarism will also not be tolerated. This includes not using quotation marks when using someone else's words, not citing sources, or not citing sources correctly, within your writing assignments.

Your work will be screened with plagiarism detection software, and cases of academic dishonesty will result in failure in the 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.

Lobbying for Grades

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, unethical, and inappropriate. Requests for me to change your grade because you did not perform to expectations will be ignored.

Title IX

WKU is committed to supporting faculty, staff and students by upholding WKU 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.



Class Schedule

<i>Week: Dates</i>	<i>Readings/Materials <u>To</u> View</i>	<i>Assignments.</i>
Week 1 May 12- May18	Chapter Reading/Topics: Chapter 1: An Introduction to CB Chapter 2: Consumer Social Well Being (and Ethics) Chapter 3: Perception Week One Assignments are Due Sunday Evening, 11:59 PM, May 18	Chapter Quizzes 1, 2, 3 (20 points each) Simulations Rounds: <ul style="list-style-type: none"> • Introduction (just reading) • Market Segments NOTE: When you hit “run simulation” that ends a round.
Week 2 May 19- May25	Chapter Reading Material: Chapter 4: Learning and Memory Chapter 5: Motivation Chapter 8: Attitudes and Persuasion Week 2 Assignments Due Sunday evening, 11:59 PM, May 25	Chapter Quizzes <ul style="list-style-type: none"> • Chapters 4, 5, 8 (20 points each) Simulation Rounds: <ul style="list-style-type: none"> • Marketing Research • <u>Create</u> Consumer Profile
Week 3 May 26-30	Chapter 11: Groups and Social Media Chapter 13: Subcultures Chapter 14: Culture Week 3 Assignments are Due FRIDAY, 11:59 PM, May 30	Chapter Quizzes <ul style="list-style-type: none"> • Chapters 11, 13, 14 Simulation Rounds: <ul style="list-style-type: none"> • Shape Perceptions • Plan Strategies and Assets (Last 2 Rounds. Recession and New Competitor, are Optional)

**ANY CHANGES WILL BE
COMMUNICATED VIA BLACKBOARD
ANNOUNCEMENT**



BIG RED BACKPACK

The Big Red Backpack program is the title of WKU's partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes. Students **MUST** carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:

1. An email to all Topper email addresses from the Big Red Backpack Program one month prior to the start of classes.
2. The Big Red Backpack Program site: <https://www.wku.edu/bigredbackpack/>. Students should refer to the Big Red Backpack Program site referenced above for opt-out deadlines and any additional details.

TO OPT OUT OF BIG RED BACKPACK:

**AFTER 14 DAYS, STUDENTS MUST
FILL OUT THIS FORM TO REGAIN
ACCESS AFTER OPTING OUT**

<https://forms.office.com/pages/responsepage.aspx?id=1zTEjNCX00e1xRT-DjPjSytOP6o-P2IHqYgx66Vm93BUNUQ0NONEMFRVNFhBQzNQWDBJMko2VDg1MyQlQCN0PWcu&wdLOR=c1E4E123B-17AE-444E-8D9F-0F079A793320>

**IF YOU OPT OUT, BE SURE YOU COMPLETE ALL
YOUR WORK PRIOR TO THE 14 DAY MARK**

