

College of Business

Tennessee State University

Fall 2012,
Course Syllabus

LOCATOR INFORMATION

Course Name: **MKTG 4050-01: Consumer Behavior (CRN: 80354)**

Credit Hours: 3

Contact Hours: Mon & Wed: 11.20am – 12.45pm Room: AWC 203

INSTRUCTOR: Name: Dr. R. Unni
Office: K-439, Avon Williams Campus
Phone: 615-963-7343
E-mail: runni@tnstate.edu

Office Hours:
Mon: 9.30 – 11.00am; 1.00 – 3.30 pm;
Tues: 9.30am-12.30pm
Thurs: 9.30am-12.30pm

REQUIRED TEXTBOOK & MATERIALS

Consumer Behavior: Human Pursuit of Happiness in the World of Goods, 3e Avery et. al, ISBN: 978-0979-1336-3-3 (web: <http://www.theaverycbbook.com/AveryCBBook-home.htm>)

Additional readings may be assigned in class. Everyone is also encouraged and expected to read beyond the textbook assignments. Valuable insights can be gained by reading the popular business press (e.g., Marketing News Business Week, Fortune, Advertising Age, Brandweek, etc.), other marketing books, talking to marketers, "surfing" the Internet, and watching commercials on TV. Class sessions are the major vehicle for active learning and skill development.

Note: The instructor is unaffiliated with either the author or the publisher of the textbook. Thus, the instructor has no financial stake in your purchase of the textbook.

COURSE DESCRIPTION

An examination of the social, psychological, and decisional aspects of the buying process of individuals and households. Application of this knowledge is made via the selling organization's service of consumers by better satisfying their needs. Prerequisites: MKTG 3010

COURSE OBJECTIVES

After this course, you should:

1. Describe and understand the psychological processes related to purchase decisions.
2. Describe and explain the different steps of the consumer decision-making process.
3. Describe and explain the influence of individual differences on behaviors.
4. Describe and explain group and other external variables influences on behaviors.
5. Describe and explain the influence of cultural differences on behaviors.

6. Practice articulating ideas and opinions.
7. Demonstrate ethical conduct in class and understand ethical actions in the "real world".

ACADEMIC INTEGRITY

Academic honesty and integrity lie at the heart of any educational enterprise. Students are expected to do their own work and neither to give nor to receive assistance during quizzes and examinations. Deliberate violations of academic integrity (plagiarism, cheating, and/or misrepresentation of information) and fabrication are not tolerated. Actions outlined in the Tennessee State University Student Handbook under Code of Student Conduct will be followed for incidents of academic misconduct.

REASONABLE ACCOMMODATIONS

Any students requiring accommodations should contact Patricia Scudder, Director of Students with Disabilities-Disabled Student Services Office, at 963-7400, preferably before the fourth class meeting. The College of Business, in conjunction with the Office of Disabled Student Services, makes reasonable accommodations for qualified students with medically documented disabilities. I need to be aware of your status if it will affect your class activities and assignments---before assignments are due.

CODE OF STUDENT CONDUCT

There will be no eating, drinking, sleeping or disruptive behavior in the classroom. Each student is encouraged participating in classroom activities, asking questions, and working along with the class as recommendations/problem solutions to illustrations, examples, and cases are examined. Additionally, cell phones must be turned off upon entering the classroom and should remain so until class has ended. Action will be taken against those students who do not adhere to appropriate classroom behavior.

ATTENDANCE & LATE WORK

Students are required to attend all classes and actively participate in class assignments and activities. Students are expected to be present and on time for all class meetings. Attendance will be taken; 4 unexcused absences will result in the lowering of the grade by one level. More than 4 unexcused absences will receive an F for the course.

If you are late for class by up to 15 minutes, you will only receive 50% attendance credit. Therefore, accumulation of 50% attendance credit for 8 classes, will translate to 4 absences and your grade will be dropped by one letter grade. Attendance credit for students who are more than 10 minutes late is at the discretion of the instructor.

Students are expected to be present for the entire class. Students who leave the class early without prior permission will lose attendance credit. All unexcused absences will count against the final grade and failure to attend three consecutive classes, without approved excuse, will result in the student being dropped from the class. In cases where the student has an acceptable, approved absence, written documentation must be submitted upon returning to class, explaining the absence. Varsity athletes and student representatives must submit in writing play and practice schedules from their coaches/advisors at the beginning of the semester. Material covered during an absence is the responsibility of the student.

The instructor is not required to provide make-up exams or make-up assignments. A missed exam or assignment will count as a zero. Any exception to this policy will be at the discretion of the instructor. The format and contents for any make-up exam (or exam given outside of class) may not be the same as that of the missed exam. If a student with an excused absence misses an in-class assignment, it is the student's responsibility to request a make-up assignment within a week of the missed class. The make-up assignment may not be the same as the missed assignment.

Late submissions of assignments will be penalized (25% for each day late).

TEACHING STRATEGIES

Instruction will be done by lectures, mini-case discussions, term paper, and multi-media presentations. Participation in class discussions is encouraged and rewarded. In-class written assignments will be given periodically.

Read all material in advance. Quizzes will be administered over eLearn, unless otherwise noted. This is a web-enhanced course – the D2L / eLearn platform (www.elearn.edu) will be used to post class material, announcements, submission of assignments, and other activities.

ASSIGNMENTS & EVALUATION CRITERIA

Exams (Midterm and Final)

Exams will consist of some multiple choice and short essay questions. Questions will be asked from the assigned chapters and readings as well as lecture notes. Only relying on the lecture notes is not recommended. The Final Exam will be comprehensive in its coverage of topics. The format for the mid term and final exam will be similar.

Individual Term Paper Project

Each student will complete an individual term paper project. The rationale for this project is two-fold:

1. Students should learn more from the directed study of topics in which they have expressed a personal interest, and
2. It encourages the expression of creativity—an important but often underemphasized characteristic of a good marketer.

Topics for your term paper project can be found on the course page on eLearn. Students must choose their topic by **September 7**, and submit their proposal via email to the course instructor by September 17. A detailed schedule for your term project is available on the course page on eLearn. You will be provided opportunity to submit a draft of your proposal and term paper for feedback.

Your written report should be approximately twelve to fifteen double-spaced, typewritten pages, excluding exhibits. You should use the standard APA formatting. (check www.apa.org for the guidelines).

Quizzes

There will be at least 10 quizzes during the term. These will be administered online (via eLearn).

Cases

Consumer behavior exercises will be used in class to demonstrate examples of how consumer behavior can apply to real world situations. These may be done in teams of 2 students. Each group will be responsible for leading at least one case discussion during the semester. All groups will be responsible for submitting assignments during the course of the semester.

Each assignment must be typed up on single-spaced typewritten pages (with 1" margins and either a Times Roman 12 pitch or Arial 11 pitch font) and not exceed two pages (excluding exhibits).

Participation

Class participation is expected. The participation grade will be dependent on quality of discussions in class, and class assignments. Attendance is a necessary but not a sufficient condition to earn participation grades.

GRADING SCALE

Grades will be determined based on the performance in all the components of the course. The distribution of points is as follows:

	% of final grade
Mid term Exam	15
Final Exam	25
Individual Term Paper Project	20
Quizzes	15
Cases	15
Participation	10
TOTAL	100%

Final grades will be determined on the following scale:

A = 90% and more, **B** = 80 – 89.9%, **C** = 70 -79.9%, **D** = 60 – 69.9%, **F** = less than 60%.

CLASS SCHEDULE

The class schedule is posted on the course website on eLearn.