1. Course Information

**Course Title:** Consumer Behavior  
**Course number:** MKTG 3345  
**Course Section:** 2749  
**Credit Hours:** 3  
**Semester:** Spring 2016  
**Prerequisites:** 50+ credit hours & MKTG 3343  
**Room #:** Malloy 012  
**Meeting time:** Wednesday, 7:00 – 9:45 pm

**Course website:** Blackboard

2. Instructor Information

**Name:** Dr. Stephanie Cantú  
**Office location:** O’Rourke 117  
**Office Phone:** 713-942-5943  
**Office hours:** MW 11am-1:15pm, Tu 2-3:30pm, W 4:30-6:30pm, and by appointment  
**E-mail:** cantusm@stthom.edu (Please indicate MKTG 3345 in the Subject)  
**Where to leave assignments:** Blackboard

3. Course Catalog Description

An analysis of the factors affecting consumer behavior in the marketplace, with an emphasis on exploring and evaluating evidence from empirical marketing research.

4. Program Goals and Objectives:

When students complete the BBA degree at the University of St. Thomas:

1. **They will communicate clearly, effectively and logically in a business situation:**
   - Objective 1: Graduates can demonstrate mastery of appropriate communication technology.
   - Objective 2: Graduates can produce written materials that flow logically and are grammatically correct.
   - Objective 3: Graduates can deliver a compelling oral presentation grounded in relevant information and facts.

2. **They will be adept at critical thinking and be able to demonstrate creative decision making skills:**
   - Objective 1: Graduates can identify the main problem and key surrounding assumptions.
   - Objective 2: Graduates can evaluate the logic, validity and relevance of data.
   - Objective 3: Graduates can solve challenging problems and discuss conclusions, implications.
3. They will be able to work effectively in teams towards achievement of goals.
   - Objective 1: When working in a group, graduates can demonstrate collaborative behaviors in the achievement of group goals
   - Objective 2: When working in a group, graduates can evidence accountability for the achievement of group goals
   - Objective 3: When working in a group, graduates can demonstrate a positive attitude towards the group and the other members of the group

4. They will be able to state moral standards/principles, recognize possible moral issues and bring their moral knowledge to bear in resolving these moral issues.
   - Objective 1: Graduates can state professional codes for ethical conduct as they apply to business situations.
   - Objective 2: Graduates can discern moral issues in a business case.
   - Objective 3: Graduates can bring moral principles to bear in resolving business issues.

5. They will demonstrate an understanding of fundamental business issues and processes.
   - Objective 1: When students complete the BBA, they can demonstrate their management specific skills and competencies in Accounting, Economics, Management, Quantitative Methods, Finance, Marketing, Legal and Social Environments, Information Systems and Global Issues

**5. Course Learning Objectives** (and relationship to program goals and objectives)

Consumer behavior is defined as the study of how consumers select, purchase, use, and dispose of goods, services, and ideas. This course is designed to give you a basic understanding of human behavior as it relates to product and service acquisition. More specifically, we will examine how and why consumers think, feel, and act the way they do in the marketplace.

Upon successful completion of this course, you will:

1. Understand and recognize the importance of fundamental principles, concepts, generalizations, and theories in consumer behavior (Goals 1, 2, and 5)
2. Have the ability to apply and communicate course material to produce actionable marketing strategies and tactics (Goals 1, 2 and 5)
3. Employ teamwork to analyze and solve marketing challenges (Goals 2 and 3)
4. Understand the ethical issues inherent in collecting, analyzing, storing, and applying behavioral research findings (Goal 4)
5. Develop discernment and the ability to analyze and critically evaluate ideas, arguments, and points of view (Goal 5)
6. Texts, Readings, Materials

**Required text:**
*Additional Readings posted to Blackboard.*

7. Instructional methods:

This course includes a textbook focus and a hands-on application component. A variety of teaching methods will be used throughout the semester, including lectures, class discussions, in-class assignments and group projects, and application projects. **This course is organized as a highly student participative class, and I have high expectations of each student.**

8. Technology

- Online communication and collaboration;
- Use of general productivity software (e.g., Microsoft Office) to complete assignment;
- Use of BlackBoard learning platform

9. Course Tentative Schedule:

*The schedule below is tentative and subject to change in the event of circumstances beyond the instructor's control. An Announcement will be made in advance for any change to be made.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics &amp; Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/20</td>
<td>Introduction, Course Overview, and Syllabus</td>
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<tr>
<td></td>
<td></td>
<td><strong>READING</strong> Chapter 1: Understanding Consumer Behavior</td>
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<tr>
<td>2</td>
<td>1/27</td>
<td>NO CLASS – <em>use class time to complete assigned reading</em></td>
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<tr>
<td></td>
<td></td>
<td><strong>READING</strong> “How to Read a Journal Article” (Blackboard); QRC instructions</td>
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<tr>
<td>3</td>
<td>2/3</td>
<td>Focusing on the Consumer</td>
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<tr>
<td></td>
<td></td>
<td><strong>READING</strong> Chapter 2: Segmentation and Positioning</td>
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<tr>
<td>4</td>
<td>2/10</td>
<td><strong>QUIZ #1</strong> (Ch. 1-2); Consumer Perception</td>
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<tr>
<td></td>
<td></td>
<td><strong>READING</strong> Chapter 4: Perception and “Incidental Haptic Sensation” <em>QRC #1 DUE</em></td>
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<tr>
<td>5</td>
<td>2/17</td>
<td>Learning and Memory</td>
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<td></td>
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<td><strong>READING</strong> Chapter 5: Learning and Memory and “Brand Scandal” <em>QRC #2 DUE</em></td>
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<tr>
<td>6</td>
<td>2/24</td>
<td><strong>QUIZ #2</strong> (Ch. 4-5); Two Systems of Thought</td>
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<td></td>
<td><strong>READING</strong> Chapter 6: Automatic Information Processing</td>
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<td>7</td>
<td>3/2</td>
<td>Consumer Attitude Formation, Duration, and Change</td>
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<td><strong>READING</strong> Chapter 8: Attitude &amp; Judgment and “Deliberation w/o Attention” <em>QRC #3 DUE</em></td>
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<td>8</td>
<td>3/9</td>
<td><strong>QUIZ #3</strong> (Ch. 6&amp;8); Motivation and Affect</td>
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<td><strong>READING</strong> Chapter 7: Motivation and Emotion and “Rose-Colored Glasses” <em>QRC #4 DUE</em></td>
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<tr>
<td>9</td>
<td>3/16</td>
<td>The Self, Identity, and Individual Differences</td>
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<td></td>
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<td><strong>READING</strong> Chapter 12: Self-Concept and Personality and “Subtle Signals” <em>QRC #5 DUE</em></td>
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10. Course Policies

These policies are designed to enhance your own learning as well as create a generative learning environment for the entire class. In order to do well, you will need to:

1. Come to every class, pay attention and take good notes, be respectful, and participate.
2. Read the assigned chapters in the textbook and supplementary articles carefully and often and take notes on the reading.
3. Complete in-class assignments and homework thoughtfully.
4. Prepare for exams by carefully studying your class notes, notes from the book, and assignments.
5. Don’t hesitate to talk to me!

11. Student Grading Processes:

The formula for doing well in this course is simple and straightforward: read assigned chapters, read and analyze the supplementary readings, come to class and be ready for discussions, complete the homework assignments like an actual job, and do well on the exams.

<table>
<thead>
<tr>
<th>Participation</th>
<th>5</th>
<th>% and Letter Grade</th>
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<tbody>
<tr>
<td>QRC (7 total, drop lowest 2)</td>
<td>20</td>
<td>93.0 – 100%</td>
</tr>
<tr>
<td>Think Piece (3 total)</td>
<td>15</td>
<td>90.0 – 92.9%</td>
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<tr>
<td>Quizzes (6 total, drop lowest 1)</td>
<td>60</td>
<td>87.6 – 89.9%</td>
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<tr>
<td><strong>TOTAL POSSIBLE POINTS</strong></td>
<td><strong>100</strong></td>
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<td>85.0 – 87.5% B</td>
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<td>80.0 – 84.9% B-</td>
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<td>77.6 – 79.9% C+</td>
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<td>75.0 – 77.5% C</td>
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<td></td>
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<td>70.0 – 74.9% C-</td>
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<td>0 – 69.9% F</td>
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Class Participation
This includes regular attendance and full involvement in all class sessions. It includes short in-
class assignments, which will be completed during class and turned in at the end. **There are no
make-ups for in-class assignments.** It also includes the quality of participation, maintenance of
in-class decorum, and respect for other members of the class. Please come to class on time.

Questions-Reactions-Comments (QRC)
A QRC is your questions, reactions, or comments to a given supplementary reading posted on
Blackboard designed to enhance your understanding and comprehension of the material. You
can write about anything and everything in a QRC. You might write a paragraph (or two) about
each paper. QRCs are due **Monday at 9:00PM** via the Blackboard course website on the weeks
that there is a reading. A total of **seven** readings will be assigned over the course of the
semester, and only your top **five** grades will count toward your final grade. Because of this
policy, **no late submissions will be accepted**. Detailed instructions and suggestions for
completing QRCs will be posted to Blackboard.

Think Piece Assignments
A Think Piece is your opportunity to examine real-world market and consumer behavior with a
more critical eye. You will compare marketplace design or advertising from a popular source
(e.g., a store, a magazine, a film) with actual research on the same topic. You will briefly
describe the situation and then evaluate its effectiveness based on what you have learned from
the textbook and/or lectures. A detailed description of this assignment will be distributed in
class and posted to our Blackboard site no later than two weeks before the first assignment is
due. The following are the specific due dates for the Think Piece Assignments:

- Think Piece #1: March 16
- Think Piece #2: April 13
- Think Piece #3: May 4 (after last day of class)

Quizzes
A total of six multiple-choice quizzes will be administered at the **beginning of class** on the days
listed in your schedule. The quizzes will cover a combination of textbook material, lecture,
discussion, and supplementary readings. Only your **five** best quiz grades will count toward your
final grade. Because of this policy, **no make-up exams will be given**. If you miss an exam for any
reason, you will receive a zero and it can count as the one dropped from final grade calculation.
12. Available Support Services:

- **The Instructor:** Please feel free to call 713-942-5943.
- **Course-Specific Library Resources:** [http://campusguides.stthom.edu/](http://campusguides.stthom.edu/)
- **General Library Resources:** [http://www.stthom.edu/library_research/index.agf](http://www.stthom.edu/library_research/index.agf)
- **Learning and Writing Center (LWC):** [www.stthom.edu/tutoring](http://www.stthom.edu/tutoring) *
- **IT Helpdesk:** Phone: (713) 525-6900 Email: [ithelpdesk@stthom.edu](mailto:ithelpdesk@stthom.edu)

* Please note that students are encouraged to consult with tutors at the Learning and Writing Center when completing assignments for this course. Based on the instructor’s assessment of the student’s work, the student may be required to work with the tutors at the Center to improve the student’s skills.

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**CSB Mission Statement**

Inspired by the Basilian Fathers’ motto of Goodness, Discipline and Knowledge, the Cameron School of Business provides a comprehensive, high quality, ethically oriented business education to a diverse student body enabling graduates to serve as leaders of faith and character in a global economy.

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**Academic Honesty**

Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

All work submitted/presented for this course must be the original work of the student(s). Since the goal of college-level work is to bring your idea(s) to the forefront of your submission—with the research acting to inform and support your ideas—excessive use of direct source quotations and material from external sources must be avoided. All source material must be cited even if you are not presenting direct quotes.

The penalty for an incident of academic dishonesty is, at the discretion of the professor, either a mark of zero for the work in question or the grade of F for the course.

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**Accommodations**

The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education “solely by reason of a handicap.” If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of Crooker Center. Contact Debby Jones or Rose Signorello at 713-525-6953 or 713-525-3162.

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential.