MKT 3322 – Consumer Behavior

Course Description/Overview

An integration of behavioral concepts in the analysis of consumer behavior and in marketing strategy formulation.

The purpose of this course is to study the processes consumers use to make purchase, consumption, and disposal decisions in regard to the products they buy. This course examines important concepts, principles, and theories from a variety of social sciences including psychology, sociology, anthropology, and others to describe and explain consumer behavior. It also explores the implications of consumer decision and behavior on marketers and society at large. Consumer behavior is both an art and a science; to understand the area, you must be willing to open your mind and think creatively, critically, and analytically.

Prerequisite Knowledge

Junior Standing

Course Technology

Students should have access to Angelo State University Blackboard.

Class Meeting Times

MKT 3322.010 meets on Tuesdays/Thursdays from 12:30 a.m. to 1:45 p.m.
Technical Support

The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911; or by email at helpdesk@angelo.edu

Faculty Information

Professor: Tom Badgett
RAS 204
Phone 942-2383 (This is the departmental number for Management and Marketing)
Direct ASU number: 486-6096
Home: 942-1379
Mobile: (325) 656-0309
email: tom.badgett@angelo.edu
You can also text me!

OFFICE HOURS – RAS 204
MW: 1:30 TO 3:30 PM
TR: 9:00 TO 11:00

TEACHING SCHEDULE
MGMT 2331.020  MWF  9:00 to  9:50  RAS 117
MGMT 2331.040  MWF 10:00 to 10:50  RAS 117
MKTG 3322.20   TR  12:30 to  1:45  RAS 266
MKTG 3321.40   TR  2:00 to  3:15  RAS 105
Course Objectives

The objectives of this course are for you to develop applicable knowledge (as a marketing manager) in regard to:

- The consumer decision-making process.
- The effects of antecedent states and other influences on the consumer decision-making process.
- The manager’s use of knowledge of the consumer decision-making process and the related dimensions to their gain in the practice of marketing.
- The impact of the consumer decision-making process to marketers, policy-makers, and society at large.

Student Learning Outcomes
After completing this course, you should be able to:

- Define and explain the elements in the consumer decision-making process.
- Explain major influences on the consumer decision-making process.
- Relate cultural influences to consumers’ decision making.
- Think like a marketing manager and analyze the consumer decision-making process.
- Express why and how consumer behavior is important to consumers, marketers, public policy makers, and society at large.

Methods of Assessing Learning Outcomes

Learning outcomes will be assessed by four exams.
Course Textbook and Required Readings


Grading Policies

This course employs the following to measure student learning:

Exam 1 100 points  
Exam 2 100 points  
Exam 3 100 points  
Exam 4 100 points  
Total Points 400 points

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

A = 90 – 100 %  
B = 80 – 89 %  
C = 70 – 79 %  
D = 60 – 69 %  
F = Below 60%

A = 360 - 400 points  
B = 320 – 359 points  
C = 280 – 319 points  
D = 240 – 279 points  
F = Below 240 points

Tests and Final Exams

The tests during the term are objective-test format. The tests will consist of multiple-choice questions given in the traditional format (given in the classroom on the dates specified on the Class Schedule). SCANTRON answer forms will be provided at no cost to students during the term for the multiple-choice questions.
The tests during the term will generally involve about 50 - 60 choice and they will sample about evenly from both the general concepts and the details presented in the text and in class.

Please keep in mind that being prepared and taking the tests during the allocated times is your responsibility. The tests are on the schedule and I urge you to mark them on your calendar now.

Feedback will be provided for each test, typically on the first class day following each exam. However, you are welcome to come by at any point to review your test in more detail if you wish. I will be pleased to go over your test with you personally if you have questions or concerns that are not discussed in the review of the exam.

The final exam will cover only the material covered since the prior exam.

**Attendance Policy**

Attendance is not only strongly encouraged, but expected. The model I will use in assigning attendance grades is as follows:

0 to 3 absences Qualifies you for any curve that is given at the end of the term.

4 or more absences You do not qualify for any curve that is given at end of term.

It is your responsibility to keep track of your attendance. **If you leave before the class ends or arrive late, you will be marked absent.** If you let me know about late arrival or early departure, then you will not be counted absent.

Exceptions will be made for “excused” absences such as participating in an away football game or other ASU sponsored trip. Illness is a valid excuse. So are lots of other things. To get an absence excused,
you must visit with me in person ASAP. Telling me that you were sick when you missed two weeks ago will not cut it! You can communicate with me either before or after class or by dropping by my office. Please, no emails, texts, phone calls or smoke signals about absences. I want to talk to your smiling face in person and use my bullshit detector.

**Response Time**
Individual exams will be graded and returned to the students within one week of the exam date.

**Course Policies**

**Academic Honesty and Integrity**

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code and the ASU Student Handbook.

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It is the professor’s intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.
Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

**Accommodations for Disability**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.15 Providing Accommodations for Students with Disabilities), the Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by contacting the Student Life Office at (325) 942-2191 or (325) 942-2126; (325) 942-2126 (TDD/FAX) or by e-mail at Student.Life@angelo.edu to begin the process. The Student Life Office will establish the particular documentation requirements necessary for the various types of disabilities.

**Religious Holy Day Observance**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.
Course Drop

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrars_office/course_drop_provisions.php.

Incomplete as a Course Grade

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade I is given when the student is unable to complete the course because of illness or personal misfortune. An I that is not removed before the end of the next long semester automatically becomes an F.

Grade Appeal Process

As stated in the Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.
Conferences

I look forward to the opportunity to get to know you during the term. I will be glad to talk with you about any aspect of the course—or for that matter anything that is on your mind during office hours and before or after classes as our schedules permit. Please let me know if I can be of help. I will also be happy to make an appointment to see you at a time that is convenient for you. Please feel free to call or text if you have any questions. I can best be reached at 325 656-0309 or mailto:tom.badgett@angelo.edu.
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<thead>
<tr>
<th>Week</th>
<th>Day</th>
<th>Date</th>
<th>Activity or Assignment</th>
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<tbody>
<tr>
<td>1</td>
<td>T</td>
<td>8-29</td>
<td>First Day of Class: Class Introduction and Organization.</td>
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<td>R</td>
<td>8-31</td>
<td>Chapter 1, What is CB and Why Should I Care?</td>
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<td>Chapter 2, Value and the Consumer Behavior Value Framework.</td>
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<td>Chapter 3, Consumer Learning Starts Here: Perception.</td>
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<td>Chapter 3, Consumer Learning Starts Here: Perception.</td>
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<td>Chapter 4, Comprehension, Memory, and Cognitive Learning.</td>
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<td>Exam 1 (Chapters 1-4).</td>
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<td>Chapter 5, Motivation and Emotion: Driving Consumer Behavior.</td>
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<td>Chapter 6, Personality, Lifestyles, and the Self-Concept.</td>
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<td>Chapter 10, Microcultures.</td>
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<td>10-31</td>
<td>Chapter 11, Consumers in Situations.</td>
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<td>Chapter 12, Decision Making I: Need Recognition and Search.</td>
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<td>Classs does not meet. Assignment will be given in class prior to this class day.</td>
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<td>Chapter 14, Consumption to Satisfaction.</td>
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<td>Chapter 14, Consumption to Satisfaction.</td>
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