MKT 3322 – Consumer Behavior

Course Description/Overview

**Consumer behavior** has been defined as the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. This course is an introduction to the world of consumer (customer) behavior and their purchasing habits. The discipline borrows from several social sciences including psychology, sociology, and anthropology to explain behavior in the marketplace.

**Prerequisite Knowledge**
Junior standing

**Course Technology**
Students should be familiar with the use of Microsoft Office Word and PowerPoint (or other acceptable presentation) software and have access to Angelo State University Backboard.

**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/Instructor Information**

Dr. Olalekan Seriki  
Office: RAS 210  
Phone: 325-942-6599  
E-Mail: Ola.Seriki@angelo.edu

**Class Meeting:** Tuesday and Thursday, 11:00 a.m. - 12:15 p.m., RAS 265

**Office Hours:** Monday and Wednesday, 11:00 a.m. – 3:00 p.m.

I will work hard to return all emails and phone messages received within 24 hours of receiving them (in most cases I will be quicker than that).

Information contained in this syllabus is subject to change at the discretion of the instructor. Every attempt will be made to provide students with adequate notice of any change.
Course Objectives

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 factors 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 drivers of consumer behavior
- 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

Assessment Methods

Learning outcomes will be assessed through quizzes, homework assignments, group projects, quizzes, and four exams.

It is imperative that students meet all course deadlines as outlined in the course schedule.

Course Textbook and Required Readings


The text is available directly from McGraw-Hill and includes the LearnSmart interactive reading tool and Connect, an electronic homework system. Connect are required for this course.

It is imperative that students order the electronic package of text materials as described above for this course. This package includes an electronic version of the text (with interactive reading exercises) and electronic homework assignments.
students wish, they could also order a loose-leaf, printed copy of the text from the publisher when they purchase the electronic package.

Students can purchase the electronic version of the text and access Connect quizzes at: https://connect.mheducation.com/class/o-seriki-spring-2021-tr-11am

The loose-leaf textbook along with a code to access the electronic materials for the course is also available at the ASU Bookstore.

**Grading Policies**

This course employs the following to measure student learning.

**Individual Work**

<table>
<thead>
<tr>
<th>Exam</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>17.5%</td>
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<tr>
<td>Exam 2</td>
<td>17.5%</td>
</tr>
<tr>
<td>Exam 3</td>
<td>17.5%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>17.5%</td>
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</tbody>
</table>

Connect Chapter Quizzes | 10%
Group Projects (2) | 15%
Class Participation & Attendance | 5%

**Total points** | 100%

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

- A = 90 – 100 %
- B = 80 – 89.9 %
- C = 70 – 79.9 %
- D = 60 – 69.9 %
- F = 59 % and below

**Exams**

Four exams will be given during the term. Questions on the exams will test knowledge and application of the student’s knowledge. The exams are not cumulative.

Any material from the assigned text chapters is “fair game” on the exams, unless otherwise noted by the professor.

Make up exams will be given only for reasons deemed legitimate by the instructor and should be avoided if at all possible. If you have to miss an exam for any reason, you must
notify the instructor in advance. If you are ill or otherwise incapacitated a short phone message or email will suffice.

**Connect Chapter Quizzes**
Chapter quizzes will be due in Connect at 11:59pm prior to the day chapter topic will be discussed in class. These quizzes are intended as class preparation assignments and will be used for class discussion purposes. Each quiz consists of 10 multiple choice questions. You will be allowed two attempts only and the attempt with the higher score will be graded.

**Group Presentation/Project**
Students will be assigned to groups in the second week of the semester. Each group will be assigned an article to be reviewed, summarized, and presented in class. The due dates for each group presentation is provided in the class schedule (below). Also, additional details and requirements will be provided to each group as required.

**Response Time**
- Exam grades will be made available within 24 hours after the exam is taken.
- Questions and all other inquiries will be attended to within 24 hours, except on weekends and holidays.

*If you have read this document to this point, email me a picture of your favorite product (e.g., favorite shoe or drink).*

**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.

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both print and web versions of the Student Handbook.

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.

**Courtesy and Respect**

Courteous and Respectful are essential ingredients to this course. We respect each other’s opinions and respect their point of view at all times while in our class sessions. The use of profanity & harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one’s ethnicity, life style, race (ethnicity), religion, etc., violations of these rules will result in immediate dismissal from the course.

**Accommodations for Disability**

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

Student Affairs 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 emailing studentservices@angelo.edu, or by contacting:

Mrs. Dallas Swafford  
Director of Student Development  
Office of Student Affairs  
University Center, Suite 112  
325-942-2047 Office  
325-942-2211 FAX  
Dallas.Swafford@angelo.edu

**Student absence for religious holidays**

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  

**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. A graduate student will be allowed one year to remove a grade of I before it automatically becomes an F. To graduate from ASU, a student must complete all I’s.

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.
## Course Outline

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Topic</th>
<th>Text Chapter</th>
<th>Assignment</th>
<th>Assignment Due By</th>
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</thead>
<tbody>
<tr>
<td>Tue., 1/26</td>
<td>11:00 am – 12:15 pm</td>
<td>Class Intro.</td>
<td></td>
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<tr>
<td>Thurs., 1/28</td>
<td>11:00 am – 12:15 pm</td>
<td>Course Overview</td>
<td>1</td>
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</tr>
<tr>
<td>Tue., 2/2</td>
<td>11:00 am – 12:15 pm</td>
<td>Introduction: Understanding Consumer Behavior</td>
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<tr>
<td>Thurs., 2/4</td>
<td>11:00 am – 12:15 pm</td>
<td>External Influence: Cross-Cultural Variations</td>
<td>2 Connect Quiz - Chapter 2</td>
<td>Wed., 2/1, 11:59 pm</td>
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<tr>
<td>Tue., 2/9</td>
<td>11:00 am – 12:15 pm</td>
<td>External Influence: The Changing American Society: Values</td>
<td>3 Connect Quiz - Chapter 3</td>
<td>Mon., 2/8, 11:59 pm</td>
<td></td>
</tr>
</tbody>
</table>
| Thurs., 2/11 | 11:00 am – 12:15 pm | Team Presentation: Team 1 - Consumer Decision Making  
Team 2 – Understanding the Consumer is the Starting Point |              |                                   | Presentation slides due, Wed. 2/10 at 11:59 pm |                                 |
<p>| Tue., 2/16 | 11:00 am – 12:15 pm | External Influence: Demographics and Social Stratifications          | 4 Connect Quiz - Chapter 4 | Mon., 2/15, 11:59 pm              |                                 |
| Thurs., 2/18 | 11:00 am – 12:15 pm | EXAM 1: Ch. 1, 2, 3, 4                                              |              |                                   |                                 |
| Tue., 2/23 | 11:00 am – 12:15 pm | External Influence: The Changing American Society: Subcultures       | 5 Connect Quiz - Chapter 5 | Mon., 2/22, 11:59 pm              |                                 |
| Thurs., 2/25 | 11:00 am – 12:15 pm | External Influence: The American Society: Families and Households    | 6 Connect Quiz - Chapter 6 | Wed., 2/24, 11:59 pm              |                                 |
| Tue., 3/2  | 11:00 am – 12:15 pm | External Influence: Group Influences on Consumer Behavior            | 7 Connect Quiz - Chapter 7 | Mon., 3/1, 11:59 pm               |                                 |
| Thurs., 3/4 | 11:00 am – 12:15 pm | EXAM 2: Ch. 5, 6, 7                                                 |              |                                   |                                 |
| Tue., 3/9  | 11:00 am – 12:15 pm | Internal Influence: Perception                                       | 8 Connect Quiz - Chapter 8 | Mon., 3/8, 11:59 pm               |                                 |
| Thurs., 3/11 | 11:00 am – 12:15 pm | Internal Influence: Learning, Memory, and Product Positioning       | 9 Connect Quiz - Chapter 9 | Wed., 3/10, 11:59 pm              |                                 |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Notes</th>
</tr>
</thead>
</table>
| Tue., 3/16| 11:00 am – 12:15 pm | **Team Presentation:**  
Team 3 - *Perception*  
Team 4 – *Learning* | **Presentation slides due, Mon. 3/15 at 11:59 pm** |
| Thurs., 3/18 | 11:00 am – 12:15 pm | **Internal Influence:** Motivation,  
Personality, and Emotion | 10 **Connect Quiz -Chapter 10**  
Wed., 3/17, 11:59 pm |
| Tue., 3/23 | 11:00 am – 12:15 pm | **Internal Influence:** Attitudes and  
Influencing Attitudes | 11 **Connect Quiz -Chapter 11**  
Mon., 3/22, 11:59 pm |
| Thurs., 3/25 | 11:00 am – 12:15 pm | **Team Presentation:**  
Team 5 - *Motivation*  
Team 6 – *Attitude* | **Presentation slides due, Wed. 3/24 at 11:59 pm** |
| Tue., 3/30 | 11:00 am – 12:15 pm | **EXAM 3: Ch. 8, 9, 10, 11** | **Presentation slides due, Wed. 3/24 at 11:59 pm** |
| Thurs., 4/1 | 11:00 am – 12:15 pm | **Manifestations:** Self-Concept and  
Lifestyle | 12 **Connect Quiz -Chapter 12**  
Wed., 3/31, 11:59 pm |
| Tue., 4/6 | 11:00 am – 12:15 pm | **Situational Influences** | 13 **Connect Quiz -Chapter 13**  
Mon., 4/5, 11:59 pm |
| Thurs., 4/8 | 11:00 am – 12:15 pm | **Consumer Decision Process and  
Problem Recognition** | 14 **Connect Quiz -Chapter 14**  
Wed., 4/7, 11:59 pm |
| Tue., 4/13 | 11:00 am – 12:15 pm | **Team Presentation:**  
Team 7 - *Personality*  
Team 8 – *Self Concept and CB* | **Presentation slides due, Mon. 4/12 at 11:59 pm** |
| Thurs., 4/15 | 11:00 am – 12:15 pm | **Organizational Buyer Behavior** | 19 **Connect Quiz -Chapter 19**  
Wed., 4/14, 11:59 pm |
| Tue., 4/20 | 11:00 am – 12:15 pm | **Team Presentation:**  
Team 9 - *Subculture*  
Team 10 – *Culture* | **Presentation slides due, Mon. 4/19 at 11:59 pm** |
| Thurs., 4/22 | 11:00 am – 12:15 pm | **Marketing Regulation and  
Consumer Behavior** | 20 **Connect Quiz -Chapter 20**  
Wed., 4/21, 11:59 pm |
| Tue., 4/27 | 11:00 am – 12:15 pm | **Group Project 2** | **Presentation slides due, Mon. 4/26 at 11:59 pm** |
| Thurs., 4/29 | 11:00 am – 12:15 pm | **Group Project 2** | **Presentation slides due, Mon. 4/29 at 11:59 pm** |
| Tue., 5/4 | 10:30 am - 12:30 pm | **Group Project 2** | **Presentation slides due, Mon. 5/3 at 11:59 pm** |
| Tue., 5/11 | 11:00 am - 1:00 pm | **Final Exam** | **Presentation slides due, Mon. 5/10 at 11:59 pm** |