

MKTG 3322 – Marketing

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

Students should have junior or senior standing at the university level.

Course Technology

Use of Blackboard and the McGraw -Hill Connect learning platform is required.

Class Meeting Times

Tuesdays/Thursdays, 11-12:15pm, RAS 265

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

The McGraw -Hill education products that you will be using are supported directly by the McGraw -Hill Technical Support team. Supplemental information and instructions on technical support from McGraw-Hill will be published on Blackboard. You can also reach IT support at McGraw-Hill by calling (800) 331-5094.

Faculty/Instructor Information

Name: Leslie North-Gould

Email: lnorth@angelo.edu

Phone: 325-486-6575

Office: 209

Student Hours:

Tuesdays & Thursday, 10-11am, and 1-2pm, and by appointment.

Please email me with any questions, concerns, or needs. I will do my best to respond within 24 hours.

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

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The objectives of this course are for you develop applicable knowledge (as marketing manager) regarding:

- 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, projects, and exams throughout the semester.

Course Textbook and Required Readings

You can find the book at all the usual places, including the ASU Bookstore. If you click on any of the assignments in Blackboard, you will be redirected to the McGraw-Hill (publisher of your book) server, where you can register for the Connect platform associated with the course. There you can also get free trial access to the electronic book

and the Connect resources for a limited time. (This applies to the very first time you click on an assignment in BB. After you register with McGraw-Hill, subsequent clicks on an item listed under the Connect tab will take you to the assignment for each chapter in the text.)

Mothersbaugh; Consumer Behavior: Building Marketing Strategy, 14th edition
Connect w/ebook. If you wish to purchase the loose-leaf or hard copy, please feel free, but is not required. However, connect access is required as this is where your assignments will be located. With connect access, you will have access to the ebook.

ISBN#: 978126015811

Grading Policies

Grades and What's Expected

Course grades will be based on a composite of the following:

Protecting Human Research Participants Quiz	50
Survey Quiz	50
Experiment Quiz	50
Midterm	200
Final	200
Survey	50
Experiment	50
Chapter Quizzes	100
Case Study	100
TOTAL	850

Letter grades will be assigned such that a student will receive:

- A = (90% and above)
- B = (80 –89%)
- C = (70 –79%)
- D = (60 – 69%)
- F = (59% and below)

Exams

The tests during the term are in an objective-test format. The tests will consist of multiple-choice questions given in the traditional format. Any material from the assigned text chapters, articles, and presentations is “fair game” on the exams, unless otherwise noted by the instructor.

Make-Up Exams

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 the 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 highest scores will be graded.

Survey/Experiment

Several weeks of class will be devoted to learning about surveys and experiments, as a means for marketing research. We discuss how to successfully build a survey in Qualtrics and how to conduct an experiment. More details will be given the first week of class.

Response Time

My goal is to get back to you as soon as possible if you have questions or need assistance. A delay of more than 24 hours is unreasonable in my opinion, except on weekends! If something weird happens and you do not hear from me, please let the Office Coordinator know at 325-942-2383.

Course Policies

COVID-19 (Coronavirus) Updates

To stay informed about the steps implemented for the welfare of the Ram Family see updates here:

<https://www.angelo.edu/covid-19/what-happens-if-i-get-sick/>

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, which is in both print and web versions of the ASU Student Handbook.

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.

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.

Plagiarism

Plagiarism is a serious topic covered in ASU's [Academic Integrity policy](#) in the Student Handbook. Plagiarism is the action or practice of taking someone else's work, idea, etc., and passing it off as one's own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Papers are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the [ASU Writing Center](#).

Copyright Policy

Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

Code of Ethics

Students, faculty, administrators and professional staff of the Norris-Vincent College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one's actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated

Courtesy and Respect

Courtesy and respect are essential ingredients to this course. We respect each other's opinions and respect other points of view at all times while in our class sessions. The use of profanity and harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, lifestyle, religion, etc., violations of these rules will result in appropriate disciplinary actions.

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

Title IX

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.

You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D. You may submit reports in the following manner:

- Online: www.angelo.edu/incident-form
- Face to Face: Mayer Administration Building, Room 210
- Phone: 325-942-2022
- Email: michelle.boone@angelo.edu

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State's policy please visit: www.angelo.edu/title-ix.

Student absence for religious holidays

As stated in the Angelo State University Operating Policy and Procedures (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to miss class 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/registrar_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. For undergraduates, 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 Procedures (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, has experienced inequitable evaluation procedures, or inappropriate grading practices, 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 grade appeal 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/Schedule

Coming soon