



MKT 3302: CONSUMER BEHAVIOR

FALL 2021

TR 9:00-10:20 AM; 331 BUSINESS BUILDING

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Office Hours: Tuesdays and Thursdays from 12:30-4:00 pm

Required Textbook: Consumer Behavior, 12th edition, by Michael R. Solomon

Course Description

This course helps students better analyze and understand consumers' attitudes, thoughts, emotions, choices, and behaviors in the marketplace. Accordingly, we take an interdisciplinary approach to the study of consumer behavior by relying on the theories and findings in various other academic areas, such as social psychology, cognitive psychology, developmental psychology, evolutionary psychology, cross-cultural psychology, neuroscience, sociology, economics, religion, and many others. Our goal is to reach a thorough understanding of human behavior in general, and consumer behavior in particular. Importantly, we will also consider how our understanding of consumer behavior can be applied to make better managerial decisions regarding products, services, and markets. Appreciating this link between research and practice is critically important for emerging business professionals and businesses alike, and therefore is a key component of the course.

Course Objectives

Learning Objectives	Activities/Assessments
Recall foundational vocabulary terms in the area of consumer behavior	Quizzes, Exams
Describe how affect, cognitions, and attitudes affect consumer behavior	Exams, Project, Class Activities, Homework
Illustrate how various consumers' self and social identities affect their behavior	Exams, Class Activities, Homework
Analyze their own and others' behaviors as consumers	Project, Class Activities, Homework

Critically evaluate persuasion attempts and marketing communications	Exams, Project, Class Activities, Homework
Contribute to managerial decision making regarding consumer behavior	Exams, Project, Class Activities, Homework

Evaluation

Homework: 4 × 40 pts	160 points
Quizzes: 5 × 30pts	150 points
Exams: 3 × 100pts	300 points
Project	250 points
Four Research Studies	40 points
Class Participation/Activities	100 points
Total Available Points	1000 points

Homework (160 pts total): There will be 4 homework assignments during the semester. Each homework will be worth 40 points. They will be due the following class from when they are assigned, and must be **printed out and turned in at the beginning of class**. Late homework assignments will not be accepted for any reason.

Quizzes (150 pts total): There will be 5 short quizzes given at the start of class throughout the semester. Each quiz will be worth 30 points. All quizzes will be announced in advance. They will be in multiple-choice format, proctored through a scratch-off apparatus. They will promote being on time and attending the classes. They will also ensure that you are understanding the material consistently throughout the semester. Make-up quizzes will only be given if you have an excused, documented absence that is announced to me prior to the quiz.

Exams (300 pts total): There will be 3 exams (2 midterms and a final) during the semester. The exams will be 100 points and will consist of multiple choice questions. They will cover the lectures, text, any handouts or readings, any videos from class, and topics discussed in class. Extensive and detailed preparation for each exam is necessary to attain a satisfactory grade. The final exam will mostly cover the last few chapters, but it will be cumulative and, thus, will have some questions about material discussed earlier in the semester. The final exam will be proctored during finals week. Note that once an exam begins, you cannot leave the class for any reason (unless you wish to turn in the exam) so please use the restroom prior to coming to class on exam days. Make-up exams will only be given if you have an excused, documented absence that is announced to me prior to the exam.

Project (250 pts): There will be an intensive group research project in this class. The project will be on retail atmospherics, where you and your group will have to select a major retailer to analyze from the five sensory perspectives and identify how each store characteristic likely affects consumer behavior. Then, you will also have to identify problematic areas of the retailer's atmospherics and explain your proposed solutions to

address the issues. Your grade for the project will consist of three components: a written report (200 points), an oral presentation (25 points), and a group peer evaluation (25 points). Detailed project guidelines will be given when the project is formally assigned later in the semester. Late projects will not be accepted for any reason.

Research Studies (40 pts total): You must participate in 4 research studies during the semester. Each one will be worth 10 points for a total of 40 points. These research studies will be announced in advance and will be conducted during the first 10-15 minutes of class. Thus, you must be present and on-time to participate. If you are unable to complete the 4 research studies, there are alternative assignments that you can complete to earn these points. These alternative assignments will be due at the end of the semester. More information on the alternative assignments will be posted later in the semester.

Class Participation/Activities (100 pts total): These points will reflect how actively engaged you are in the class. Please come on time and be ready to participate in class discussions. Note that if you fail to participate in any class discussions during the semester, your *maximum* score for Class Participation will be 70 points (70%). Therefore, please participate often in class discussions to make the class more enriching and enjoyable for all. There will also be various activities during the semester, so you must be present to participate in these activities and receive the corresponding credit. There will also be random attendance checks in the beginning of class during the semester, where you must be present and on-time to receive these points. Thus, your overall Class Participation score will consist of three components: class discussion participation, class activities, and random attendance checks.

Grading Scale

- A = 900-1000 points
- B = 800-899
- C = 700-799
- D = 600-699
- F = 599 and below

Teaching Method

I use lectures, discussions, readings, videos, slide presentations, online materials, and anything else I can find that supports you learning the course material. I will post the PowerPoint lectures on Blackboard at least the night before the class, if not before. You are more than welcome to print them before class or bring your laptop to class to follow along.

Most of the exam questions will come from the lectures, but some may come straight from the book. There is not enough time in class to go over every single important concept from the text, so you should read the book in preparation for the lectures. Also, if you read the chapter in the book before we go over it in class, it will help facilitate the learning process and allow you to better perform on the graded components of the class.

Thus, I highly recommend that you read the chapter in the book before the lecture.

Blackboard: Blackboard and email are your friends! Blackboard will have all of your grades and other important class information. I will post announcements on the Blackboard site with updates for the class regularly throughout the semester, so please be sure to check Blackboard often to receive these notifications.

Resources/Policies

Class Conduct: I expect students to be respectful of others. Examples of disrespectful behavior include frequently being tardy to class, being inattentive or sleeping during class, using electronic devices for purposes other than taking notes, reading or working on materials other than the current class content, and packing up belongings prior to the end of class. Any of these behaviors will negatively affect your class participation grade, and likely your overall performance in the class.

Writing Center: For help with any writing assignment from this course or others, please visit the University Writing Center located in the UTEP Library room 227, <http://academics.utep.edu/writingcenter>, (915) 747-5486.

Scholastic Dishonesty: Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, taking an exam for another person, or any act designed to give unfair advantage to a student. Please see the Dean of Students website for further information.

Students with Disabilities: If a student needs accommodations because of a documented disability, please visit the Disabled Student Services Office in the Union East room 106, (915) 747-5148. Their office and I will do our best to meet your learning needs.

COVID-19: If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.

If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.

We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face

masks when indoors in groups of people. The best way that Miners can take care of miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

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Fall 2021 Tentative Course Schedule

Date	Topics	Text
8/24	Class Overview	Class Syllabus
8/26	Intro to consumer behavior	Ch. 1
8/31	Consumer well-being	Ch. 2
9/2	Perception	Ch. 3
9/7	Perception (continued)	Ch. 3
9/9	Learning and memory	Ch. 4
9/14	Learning and memory (continued)	Ch.4
9/16	Motivation and affect	Ch. 5
9/21	Motivation and affect (continued)	Ch. 5
9/23	EXAM 1	Ch. 1-5
9/28	The self	Ch. 6
9/30	The self (continued)	Ch. 6
10/5	The self (continued)	Ch. 6
10/7	Personality, lifestyles, and values	Ch. 7
10/12	Attitudes and persuasion <u>Group project assigned and described</u>	Ch. 8
10/14	Attitudes and persuasion (continued)	Ch. 8
10/19	Consumer decision making	Ch. 9

Date	Topics	Text
10/21	Consumer decision making (continued)	Ch. 9
10/26	Buying, using, and disposing	Ch. 10
10/28	EXAM 2	Ch. 6-10
11/2	Groups and social media	Ch. 11
11/4	Groups and social media (continued)	Ch. 11
11/9	Social class	Ch. 12
11/11	Social class (continued)	Ch. 12
11/16	Subcultures	Ch. 13
11/18	Culture	Ch. 14
11/23	Culture (continued) Group project due	Ch. 14
11/25	Thanksgiving Holiday-NO CLASS	
11/30	Group Presentations	
12/2	Group Presentations	
12/7 10:00 to 12:45 pm in regular classroom	FINAL EXAM	Cumulative but mainly Ch. 11-14