



MKT 3302: CONSUMER BEHAVIOR

FALL 2020

ONLINE COURSE

Instructor: Dr. Frank G. Cabano

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Contact Preference: By email. I will respond to all emails within 24 hours, if not sooner.

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, Discussion Boards, Homework
Illustrate how various consumers' self and social identities affect their behavior	Exams, Discussion Boards, Homework
Analyze their own and others' behaviors as consumers	Project, Discussion Boards, Homework

Critically evaluate persuasion attempts and marketing communications	Exams, Project, Discussion Boards, Homework
Contribute to managerial decision making regarding consumer behavior	Exams, Project, Discussion Boards, 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
Discussion Boards	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 turned in through SafeAssign on Blackboard.

Quizzes (150 pts total): There will be 5 short quizzes given during the semester. Each quiz will be worth 30 points. They will be in multiple-choice format, proctored through Blackboard.

Exams (300 pts total): There will be 3 exams (2 midterms and a final) during the semester. The exams will be 100 points each. These exams will be multiple choice only, and will be proctored through Blackboard. They will cover the lectures, text, and any posted readings or videos. 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 taken during finals week.

Project (250 pts): There will be an intensive, two-part group research project in this class. Part I of 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, in Part II of the project, you will 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 four components: a written report for Part I (100 points), a written report for Part II (100 points), and a group peer evaluation (50 points). All of these parts of the project will be turned in through Blackboard.

Given that this is a group project, you will have to virtually work with other students in the class on these assignments. You should schedule video conference calls (on Zoom, Skype, etc.) with your fellow group members. It is critical that everyone in the group actively communicates with each other in order to have the opportunity to produce high quality work.

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. The study links will be posted on Blackboard. 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.

Discussion Boards (100 pts total): There will be a discussion board assignment on Blackboard for most weeks of the semester. These will consist of short answer responses, and will require you to critically think about the course material and practice connecting/applying it to the real world. In addition to your original post each week, you should also carefully read and respond (with your thoughts, perspective, reaction, etc.) to one other student's post each week.

All homework assignments, quizzes, exams, research studies, and discussion boards will be due by Friday at 11:59pm MST of the week that they are assigned. The group projects will have different due dates.

No late assignments will be accepted for any reason throughout the semester, so please be sure to stay on top of all the course deliverables and submit them by the given due date.

Grading Scale

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

Technology Requirements

The course content will be delivered online through Blackboard. It is important to ensure your UTEP email account is working and that you have access to the Internet and a stable web browser. Mozilla Firefox and Google Chrome are the most supported browsers for Blackboard; other browsers may cause complications while using Blackboard. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP Technology Support Help Desk at 915-747-4357 as they are trained specifically in assisting with the technological needs of students.

Netiquette

- Always consider your audience. Remember that members of the class and the instructor will be reading any postings.
- Respect and courtesy must be provided to your classmates and the instructor at all times. No harassment or inappropriate postings will be tolerated.
- When reacting to someone else's message, address the ideas, not the person. Post only what anyone would comfortably say in a face-to-face situation.
- Blackboard is not a public platform; all postings on Blackboard should be considered private and confidential. Whatever is posted on Blackboard is intended for members of the class and the instructor only. Please do not copy postings and paste them to a publicly accessible website, blog, or other space. If students wish to do so, they have the ethical obligation to first request the permission of the writer(s).

Resources/Policies

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 call the Disabled Student Services Office at (915) 747-5148. Their office and I will do our best to meet your learning needs.

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Fall 2020 Tentative Course Schedule

Week of	Topics	Text	Assignments
8/24	Class Overview Intro to consumer behavior	Class Syllabus Ch. 1	-Ch. 1 Discussion Board
8/31	Consumer well-being	Ch. 2	-Ch. 2 Homework -Ch. 2 Discussion Board
9/7	Perception	Ch. 3	-Ch. 3 Quiz -Research Study #1 -Ch. 3 Discussion Board
9/14	Learning and memory	Ch. 4	-Ch. 4 Discussion Board
9/21	Motivation and affect Group project part 1 assigned and described	Ch. 5	-Ch. 5 Quiz -Ch. 5 Discussion Board -Set up video conference call (e.g., Zoom, Skype, etc.) with your group members to create a plan for your group project
9/28	EXAM 1	Ch. 1-5	-Complete Exam 1
10/5	The self Evolutionary consumption	Ch.6	-Ch. 6 Homework -Ch. 6 Discussion Board
10/12	Personality, lifestyles, and values	Ch. 7	-Ch. 7 Quiz -Research Study #2 -Ch. 7 Discussion Board
10/19	Attitudes and persuasion	Ch. 8	-Ch. 8 Discussion Board

Week of	Topics	Text	Assignments
10/26	Consumer decision making	Ch. 9	-Ch. 9 Quiz -Ch. 9 Discussion Board -Submit Group Project Part 1
11/2	Buying, using, and disposing Group project part 2 assigned and described	Ch. 10	-Ch. 10 Homework -Research Study #3 -Chapter 10 Discussion Board
11/9	EXAM 2	Ch. 6-10	-Complete Exam 2
11/16	Groups and social media	Ch. 11	-Ch. 11 Homework -Ch. 11 Discussion Board
11/23	Social class	Ch. 12	-Ch. 12 Quiz -Research Study #4 -Ch. 12 Discussion Board
11/30	Subcultures Culture	Ch. 13 Ch. 14	-Ch. 13 Discussion Board -Submit Group Project Part 2 -Submit Alternative Assignments for Research Study Credits (Optional)
12/7	FINAL EXAM	Cumulative but mainly Ch. 11-14	-Complete Final Exam