



MKT 3302 CRN 12471
Consumer Behavior Fall, 2014

Required Text: Consumer Behavior: Buying, Having, and Being, 10th edition, by Michael R. Solomon, Prentice Hall.

Class Schedule: TR – 10:30 AM – 11:50 AM
Classroom: BUSN 329

Instructor: Dr. Fernando Jiménez
Office: BUSN 212
Office Hours: TR 3:00 PM to 5.00 PM or by appointment
Phone: 915-747-7724
Email: frjimenezarevalo@utep.edu

Prerequisites: MKT 3300

Course Description:

This course emphasizes the psychological and sociological aspects of individual (and to a lesser extent organizational) buyer behavior. Topics range from individual differences in perception, learning, motivation, and personality to the decision making processes that are made by individuals (and organizations). Throughout the course, there will be an emphasis on the application of these fundamental concepts to the formulation of marketing strategy.

Why do you have to take this class?

Consumer behavior refers to processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Marketers use their knowledge in consumer behavior to create, promote, deliver, and price products and services. Consumer behavior is important because businesses that can effectively satisfy consumer needs and desires will generate a competitive advantage and obtain superior financial performance.

Commitments:

This class demands analytical, critical, and abstract thinking. Accordingly, you will be assigned to write several essays and will conduct a consumer behavior project for a client. Essays will help you master the thinking process while the project will help you apply abstract concepts to concrete real-world scenarios. To be successful in this class, you must commit to 1) attend class regularly, and 2) do your homework. Homework assignments involve reading book chapters and writing about how the chapter helps you accomplish marketing objectives. Unprepared students will not be able to contribute to class and activities, and may become a distraction to prepared students. Consequently, unprepared students will be asked to go prepare elsewhere. Unprepared students will not be allowed to make up any assignments due that day.





Course Grading:

Your grade will be determined by your performance on three exams, individual assignments, in-class activities, and a comprehensive team project. The final grade will be determined as follows:

Exams:	3@100 each	300
Individual assignments:		200
	#1- #16 @ 10 points each	
	#17 and #18 @ 20 points each	
In-class activities:		100
	10 @ 10 pts each.	
Research Project:		400
List of questions for the client	Sep 2	20 pts
Team Introduction to the client	Sep 4	20 pts
Group presentation 1	Sep 9	30 pts
Group report 1	Sep 9	30 pts
Group Presentation 2 - Practice	Oct 28	30 pts
Report 2 – Draft	Oct 28	30 pts
Group Presentation 2 – Client	Oct 30	20 pts
Group report 2 Due	Oct 30	20 pts
Final Presentation – Practice	Nov 20	50 pts
Final Report – Draft	Nov 20	50 pts
Final Presentation – Client	Nov 25	50 pts
Final Report Due	Nov 25	50 pts
Total Points:		1,000 points.

The following scale will be used to assign final grades:

- A = 900 – 1000 pts**
- B = 800 – 899 pts**
- C = 700 – 799 pts**
- D = 600 – 699 pts**
- F = 0 – 599 pts**

Technology Usage: Technology usage is encouraged to help you accomplish learning goals and boost your productivity. However, similar to any job environment, technology misuse is prohibited and will be sanctioned. Misusing technology in the classroom involves using technology for non-learning-related purposes (e.g., Facebooking, twittering, texting, googling, etc.). There is empirical evidence that by misusing technology you hinder, rather than boost, your productivity. If you choose to disregard this policy, I will ask you to leave the room and you will not be allowed to turn in, nor make-up, assignments for that day.





Attendance:

Class attendance is required and expected. This class is based on experiential-learning. If you do not attend, your learning will be negatively affected. Consequently, you will struggle to get a good grade in this class.

Team work:

Fully participating with your team is a matter of academic integrity. At the end of the semester I will ask each member of the team to complete a peer evaluation. If it is evident that one or more members contributed significantly less to the project than the rest of the members, their grades will be adjusted accordingly.

At any time during the semester I may ask any student to report her/his contribution to the group project. Any issues dealing with members that are not meeting minimum work expectations should be communicated to the instructor by email using professional language and providing details regarding the member's behavior.

Expectations of Student Behavior

Follow standard American business etiquette, which is a collection of unwritten rules, customs and traditions regarding professional behavior. Employers, co-workers, and customers will expect you to know and follow these business etiquette rules. As you work with the client, please keep in mind that your reputation and the reputation of The University of Texas at El Paso are on the line. Some American Business Etiquette rules are listed below.

American Business Etiquette

- Be punctual. That means arrive before our meeting starts. Arriving early shows professionalism, time management skills, and respect for your boss, colleagues, clients, and/or customers.
- If you arrive late, you will not be allowed into the classroom. This rule applies for regular class sessions and exams.
- Come prepared. If it was requested for you to read documents, you are expected to be fully prepared to discuss the material. Your boss, your colleagues, and your clients will not tolerate you not doing your homework. Do the readings and the homework before coming to class.
- Bring paper and pencil. Taking notes is a must during meetings. Taking notes allows you to remember what was said in the meeting and helps you remember assignments, deadlines, etc. Also, taking notes shows interest to what the speakers (boss, clients) are saying.





- Don't interrupt a speaker unless he/she has encouraged open discussion.
- Don't talk with your colleagues. Talking is disruptive to other attendees and inconsiderate to the speaker.
- Silent your cell phone. Don't take calls during the meeting. Don't read or reply text messages either. Most devices now record messages. Activate the answering machine and you can check messages after the meeting.
- When you want to ask a question, raise your hand and wait for your turn. If you are confused about a topic that was already explained more than once, hold your question until the end of the meeting.
- Stay calm. Don't do any distracting behaviors (tap your feet, etc.).
- Stay until the completion of the meeting. Unless it is absolutely necessary or you have prior permission, you can leave earlier. Leaving earlier is disruptive to others, rude for the speaker, and you may miss important information. In addition, not staying, when it was your job to stay, signals your responsibility, priorities, and commitment to your job.
- Don't pack your things until it has been indicated that the meeting is over. It is rude to start packing up, especially if there was a time set for the meeting and the time has not expired.
- Don't go out of the meeting for the restroom. Use the restroom before or after the meeting. If you are sick (e.g., diarrhea), inform the speaker about your problem before the meeting and sit close to the door. If you leave the meeting room, you may not be allowed back in.
- During exams, you will not be allowed to go out for the restroom or to answer a phone call. If you exit the classroom, you will have to turn in your exam. You will not be allowed to make-up the exam. If you have medical issues, documentation must be provided prior to the exam and arrangements will be made.
- Be polite and polished. Don't curse and don't use slang.
- Participate. Be active and show interest. People in the room will get to know you, and most importantly, remember you. Your image and reputation are at stake. You will need recommendation letters at some point!



E-mail Etiquette

- Address a person (client) formally unless indicated otherwise. Use Mr. Ms. Mrs., Dr., Professor or other appropriate titles and the last name.
- Always start your message with a greeting.
- Identify yourself and explicitly indicate the purpose of your email.
- Close with a formal sentence.
- Add a professional signature, including your name, position, and contact info.

Academic Dishonesty (<http://sa.utep.edu/osccr/academic-integrity/>):

Academic dishonesty is not condoned nor tolerated at UTEP. Such dishonesty, when evidenced, will be reported to the Student Judicial Affairs Office at UTEP. Read UTEP's website for more information about sanctions. Academic dishonesty is behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another. It includes, but is not necessarily limited to, the following types of cases: **Plagiarism** - The representation of someone else's ideas as if they are one's own. **Unauthorized Collaboration on Out-of-Class Projects** - The representation of work as solely one's own when in fact it is the result of a joint effort; **Cheating on Exams** - The covert gathering of information from other students, the use of unauthorized notes, unauthorized aids, etc.; and **Knowing Cooperation with Another Person in an Academically Dishonest Undertaking** - Failure by a student to prevent misuse of his/her work by others.

Statement on Disability:

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass.

What is the best way to reach me? Email: frjimenezarevalo@utep.edu

The best way to talk to me in person is by setting an appointment during office hours. I like to interact with students in an academic and professional way. I highly value students' comments, ideas, feedback, intellectual conversations, and chats about class performance. You can schedule an appointment during my office hours to discuss any of these topics. I also accept walk-ins during office hours without previous appointment, but be aware that if a student with an appointment comes at the same time, the student with an appointment will always have a preference. Play safe. If you need to talk with me, schedule an appointment. You can request an appointment by email.





Class Drop:

The last day to drop the class with a "W" is October 31, 2014. You **MUST** see an advisor to complete a course drop. I cannot do it, and it will not be done automatically. If you do not drop the class and you stop coming to class, you will get an "F". Talk to your academic advisor for details.

Check UTEP's academic calendar for other important dates:

<http://academics.utep.edu/Default.aspx?tabid=74281>

CLASS SCHEDULE

A tentative class schedule appears on the next page.

Date	Class Activity	Reading	Individual Assignment	Project Activity	Team Assignment Due
26-Aug	Introduction / Marketing Review / Syllabus	Rebuilding Together (Reading on BB)	#1: Quiz on Principles of Marketing	Project overview / Group formation / UTEP Presentation on Service-learning.	List of group members
28-Aug	Buying, Having, and Being / Ethics	Chapter 1	#2: Student Bio / picture / resume.	Research Rebuilding Together	
2-Sep	Buying, Having, and Being / Research Methods in Consumer Behavior	Chapter 1	#3: Type an essay (Max 2 pages, single-spaced) on: How can the understanding of consumer behavior improve marketing performance for Rebuilding Together El Paso?	Create a list of questions for the client	Submit a list of questions for the client (include cover page and contact info). The list will be generated as a team during class time. However, the final set of questions must be typed and submitted electronically after class.
4-Sep	Meet the Client			Meet the client / Business attire	Prepare a 2 minute group introduction for the client (introduce everyone in the team. Highlight your background, experience, skills, and value proposition).
9-Sep	Group Presentations 1			Group Presentations for the instructor / Business attire. The team will present a background of the client and research objectives. Also discuss what is the most appropriate method to find out what is going on?	Group Report 1. Title, Background and Research Objectives. Also discuss what is the best method to investigate this topic. (Paper and electronic). No more than 5 pages, doubled-spaced. Title does not count as a page.
11-Sep	Perception	Chapter 2	#4: Type an essay (Max 2 pages, single-spaced) on: How can the understanding of perception help improve marketing performance?	Conduct research as needed.	
16-Sep	Learning and Memory	Chapter 3	#5: Type an essay (Max 2 pages, single-spaced) on: How can the understanding of learning and memory help improve marketing performance?	Conduct research as needed.	
18-Sep	Motivation and Values	Chapter 4	#6: Type an essay (Max 2 pages, single-spaced) on: How can the understanding of motivation and values help improve marketing performance?	Conduct research as needed.	

23-Sep	The Self	Chapter 5	#7: Type an essay (Max 2 pages, single-spaced) on: How can the understanding of "the self" help improve marketing performance?	Conduct research as needed.	
25-Sep	Personality and Psychographics	Chapter 6	#8: Type an essay (Max 2 pages, single-spaced) on: How can the understanding of personality and psychographics help improve marketing performance?	Conduct research as needed.	
30-Sep	Attitudes and Persuasion	Chapter 7	#9: Type an essay (Max 2 pages, single-spaced) on: How can the understanding of attitudes and perception help improve marketing performance?	Conduct research as needed.	
2-Oct	Exam 1	Chapters 1 -7 Study Guide posted on BB			
7-Oct	Decision Making	Chapter 8	#10: Type an essay (Max 2 pages, single-spaced) on: How can the understanding of decision making help improve marketing performance?	Conduct research as needed.	
9-Oct	Buying and Disposing	Chapter 9	#11: Type an essay (Max 2 pages, single-spaced) on: How can the understanding of acquisition and disposal help improve marketing performance?	Conduct research as needed.	
14-Oct	Household Decision Making	Chapter 10	#12: Type an essay (Max 2 pages, single-spaced) on: How can the understanding of household decision making help improve marketing performance?	Conduct research as needed.	
16-Oct	Groups and Social Media	Chapter 11	#13: Type an essay (Max 2 pages, single-spaced) on: How can the understanding of groups and social media help improve marketing performance?	Conduct research as needed.	
21-Oct	Social Class and Life Style	Chapter 12	#14: Type an essay (Max 2 pages, single-spaced) on: How can the understanding of social class and lifestyle help improve marketing performance?	Write up the report.	

23-Oct	Subcultures and Culture	Chapters 13 and 14	#15: Type an essay (Max 2 pages, single-spaced) on: How can the understanding of subcultures and consumer culture help improve marketing performance?	Write up the report.	
28-Oct	Group Presentations 2		Presentations to class for feedback.	Group Presentations / Business attire The team will present research findings. The report should include: title, background, problem, objectives, study design, and the findings.	(Paper and electronic). No more than 10 pages, doubled spaced. Title does not count as a page. The document includes title, background, problem definition, research objectives, study design, and major findings.
30-Oct	Group Presentations 2	Modifications done / if needed	Presentation to the client	Group Presentations / Business attire. The report should include: title, background, problem, objectives, study design, and major findings.	(Paper and electronic). No more than 10 pages, doubled spaced. Title does not count as a page. The document includes title, background, problem definition, research objectives, study design, and major findings.
4-Nov	Presentation Feedback/ Exam Review				
6-Nov	Exam 2	Chapters 8-14 Study guide posted on BB			
11-Nov	Recommendations and Marketing Performance		Review how to calculate an Income Statement and how to perform a breakeven analysis.		
13-Nov	Cost/Benefit Analysis		#16: Submit exercises regarding cost/benefit analysis. Exercises posted on BB.		
18-Nov	Project Working Session			Writing Final document (No more than 10 pages of text, not including title, executive summary, and appendix). Title, executive summary/background/problem/objectives/design/descriptive stats/results/conclusions and recommendations (include cost/benefit of recommendations).	

20-Nov	Final Presentation - Practice		Presentations to class for feedback.	Dry run of the final presentation. Business etiquette required. It does not mean that you will be preparing the presentation this day. You should take this rehearsal as the real presentation. You will be evaluated as the real presentation. The weight on this presentation is as high as the weight on the final presentation to the client. Practice makes perfect.	Submit a paper copy and an electronic copy of a draft of the final document (No more than 10 pages of text, not including title executive summary and appendix). Title, Executive Summary/Background/problem/objectives/design/descriptive stats/results/conclusions and recommendations (include cost/benefit of recommendations).
25-Nov	Final Presentation		Final Presentation to the client / Awards Ceremony	Present your report using appropriate media (about 10 minutes per group). The presentation should include a brief overview of the problem, objectives, design, results, conclusions and recommendations. The focus should be on the results, conclusions and recommendations. Your conclusions and recommendations MUST BE SUPPORTED by the research you conducted. Research problem, objectives, results and recommendations MUST match.	Submit the final report (in paper for the client). Submit an electronic copy of the presentation (PPT) AND one of the report to me (Word).
27-Nov	Thanksgiving ~ No class ~	No Class	No Class		
2-Dec	Consumer Rationality		#17: Watch the You Tube video: Predictably Irrational by Dan Ariely. Type an essay (Max 2 pages, single-spaced) on: What should marketers do with this knowledge?		
4-Dec	The Power of the Market		#18: Watch the You Tube video: Consumer Protection by Milton Friedman. Type an essay (Max 2 pages, single-spaced) on: What is your position on this topic?		
11-Dec	Final Exam. At 10:00 AM. Bring a Blue Book.				