



MKT 3302: CONSUMER BEHAVIOR

Fall 2022

Instructor:	Soochan Choi
Class Times	TR 9:00 am - 10:20 am (COBA 331)
Office Hours	MT 10:30am – 12:00pm (COBA 315) or by appointment (Blackboard Collaborate Ultra)
E-mail:	schoi4@miners.utep.edu
Contact Preference:	By email. I will respond to all emails within 24 hours, if not sooner.
Required Textbook:	Consumer Behavior: Buying, Having, and Being, 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, cross-cultural psychology, sociology, economics, 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

1. Class Attendance (50 pts)

Students are expected to attend the class on time. The attendance will be checked in class. Two points will be deducted for each missed class. Students may experience unexpected personal

issues for attending classes. In these situations, students are responsible for active communication with the instructor and their team members to generate satisfactory alternatives.

2. Discussion Boards (255 pts total, 15 pts each chapter)

There will be a discussion board assignment on Blackboard during the semester. It will require critical thinking skills regarding the course material and practical application by connecting to real-life situations. Students are expected to pick up a topic(s) or a keyword(s) from each class and apply it to the real-life experience. The post should consist of a minimum of 150 words.

In addition to your original post each class day, you should also carefully read and respond (a minimum of 100 words) to other students' posts by Friday of each week (11:59PM). For example, we will cover a chapter in the first week. In this case, you are required to post two posts (i.e., one for each day), and two replies to peers' posts by Friday.

Points will be deducted by following reasons:

1. 10 pts. for failure to turn in a timely manner
2. 5 pts for not meeting a minimum requirement (e.g., missing replies)
3. 2 pts for poorly written posts (contents, typo, and others)

3. Exams (300 pts total, 100 points each, 50 questions, 70 minutes)

There will be 4 exams during the semester. Students will access their exams through LockDown browsers in class. The exams will be 100 points each, and each exam contains 50 multiple choice questions. You will be given 70 minutes for each exam, and it must be completed in one sitting in class. The three highest grades will be included for your final grade. Using smart phones, additional tablets or computers, or textbooks absolutely violates academic honesty.

4. Project (200 pts total, 50 pts each part)

Imagine that you are a professional consultant member. You received a request for consulting from your client company. Your consultant group will understand the client company and provide suggestions. Before starting the project, discuss and select your client company. The group project must be submitted individually.

Key points:

Part 1, "What?": Your group needs to understand the current position of your client company. This can include products, current marketing strategies, and consumers (e.g., demographics, what they are looking for, important factors/elements for them to purchase products).

- Format: 4 to 6 pages excluding cover page and references, 12 points, double space, times new roman.

Part 2, “Now what?”: Find and analyze the current advertising problems and weaknesses, and explain why it is a problem(s).

- Format: 4 to 6 pages excluding cover page and references, 12 points, double space, times new roman.

Part 3, “So what?”: Based on the findings from Part 2, your group will need to provide alternative advertising and sales promotion strategies to increase market share (i.e., Increase the number of consumers/their satisfaction). STRATEGICALLY explain how and why your solutions can be effective.

- Format: 4 to 6 pages excluding cover page and references, 12 points, double space, times new roman.

Part 4: Prepare the final document by summarizing what you have done from part 1 to 3 and create a 10 to 15 minute presentation. Assume that you are reporting the final paper and presentation to your client.

- Final Paper Format: maximum 10 pages excluding cover page and references, double space, 12 points, times new roman.
 - Contents
 - a) Executive summary
 - b) Part 1
 - c) Part 2
 - d) Part 3
 - e) Conclusion and Implication
 - f) Bibliography
 - Presentation: 10 to 15 minutes. Remember, you are a professional consultant. Your client will prefer to see the concise, precise, accurate, and professional presentation. No professional attire(s) or background(s) is required at this time.

5. Peer Evaluation (10 pt)

You will evaluate your group members. At the end of each project and group presentation, you will attach the group evaluation form at the end of each group project and a group presentation.

Points will be deducted by the following reasons:

1. 5 pts. for failure to turn in the peer evaluation form
2. 5 pts for consistent negative input from your teammates

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.

Class Attendance	50 points
Exams	300 points
Project	200 points
Peer Evaluation	10 points
Group Presentation	10 points
Discussion Boards	255 points
Total Available Points	825 points

Grading Scale

A	825-742
B	741-660
C	659-578
D	577-495
F	594 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.

COVID - 19 STATEMENT

If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu and your instructor, 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 vaccine 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.

Course Schedule	Topics	Text	Assignments
23-Aug	Introduction	Introduction	
25-Aug	Intro to consumer behavior	Ch. 1	Blackboard discussion
30-Aug	Consumer well-being	Ch. 2	Blackboard discussion
01-Sep	Perception	Ch. 2, 3	Blackboard discussion
06-Sep	Perception	Ch. 3, 4	Blackboard discussion
08-Sep	Learning and Memory	Ch. 4	Blackboard discussion
13-Sep	Review 1		
15-Sep	Exam 1 (Ch 1 to Ch 4)		
	Submit Group Project Part 1 (Sep 17)		
20-Sep	Motivation and affect	Ch. 5	Blackboard discussion
22-Sep	The Self and Gender Identity	Ch. 5, 6	Blackboard discussion
27-Sep	Personality, lifestyles, and values	Ch. 6, 7	Blackboard discussion
29-Sep	Personality, lifestyles, and values	Ch. 7, 8	Blackboard discussion
04-Oct	Attitudes and persuasive communications	Ch. 8	Blackboard discussion
06-Oct	Review 2		
11-Oct	Exam 2 (Ch 5 to Ch 8)		
13-Oct	Decision Making	Ch. 9	Blackboard discussion
	Submit Group Project Part 2 (Oct 15)		
18-Oct	Buying, Using, and Disposing	Ch. 9, 10	Blackboard discussion
20-Oct	Group influences and Social Media	Ch. 10, 11	Blackboard discussion
25-Oct	Income and Social class	Cha. 11, 12	Blackboard discussion
27-Oct	Subcultures	Ch. 12, 13	Blackboard discussion
01-Nov	Review 3		
03-Nov	Exam 3 (Ch 9 to Ch 12)		
	Submit Group Project Part 3 (Nov 5)		
08-Nov	Subcultures and Culture	Ch. 13, 14	Blackboard discussion
10-Nov	Culture + Group Presentation	Ch. 14	Blackboard discussion
15-Nov	Group Presentation		
22-Nov	Group Presentation		
24-Nov	Thanksgiving		
29-Nov	Review 4		
01-Dec	Exam 4 (Cumulative)		
03-Dec	Submit Group Project Part 4 (Dec 3)		