



MKT 3302: CONSUMER BEHAVIOR
SUMMER 2021
ONLINE COURSE

Instructor:	Soochan Choi
Class Times	MTWRF 9:20 am - 11:30 am (Blackboard Collaborate Ultra)
Office Hours	MT 1pm – 2pm 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, 13rd 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	Exams, Project
Describe how affect, cognitions, and attitudes affect consumer behavior	Exams, Project, Discussion Boards
Illustrate how various consumers' self and social identities affect their behavior	Exams, Discussion Boards
Analyze their own and others' behaviors as consumers	Project, Discussion Boards
Critically evaluate persuasion attempts and marketing communications	Exams, Project, Discussion Boards
Contribute to managerial decision-making regarding consumer behavior	Exams, Project, Discussion Boards

Evaluation

1. Class Attendance (50 pts)

This course is online-synchronous. Students are expected to virtually attend the class on time. The attendance information will be exported directly from Blackboard. Two points will be deducted for each missing class. Two exempts will be given for non-excused 15 minutes late attendances (not for no attendances). 30 minutes late will be considered as an absent. Students may experience unexpected technical difficulties, personal issues, and etc during the class time. In these situations, students are responsible for active communicating with the instructor and their team members to generate satisfactory alternatives.

2. Discussion Boards (280 pts total)

There will be a discussion board assignment on Blackboard during the semester. Students are expected to pick up a topic(s) or a keyword(s) from each class, and apply it to the real life experience. These will consist of a minimum of 150 words in your response. It 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 day, you should also carefully read and respond (a minimum of 100 words.) to other students' posts by Friday of each week. For example, we will cover three chapters in the first week. In this case, you are required to post three responses (i.e., one for each day), and two responses by the end of each week.

3. Exams (300 pts total)

There will be 4 exams during the semester. The exams will be 100 points each. The lowest grade of four exams will be excluded from the final grade. Each exam contains 50 questions. Once you start exam, you will have 100 minutes to finish each exam. Each exam must be completed in one sitting between 9AM and 12PM (MT). Students will access their exams through LockDown browsers. Using smart phones, additional tablets or computers, or textbooks absolutely violates academic honesty.

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

Imagine that you are a professional consultant member. You received a request to improve market share (i.e., increase the number of consumers and their satisfaction) from your client.

Key points:

- i. **Part 1**, "What?": Your group needs to understand the current status of client company. This can include products, current marketing strategies, and consumers (e.g., demographics, what they are looking for, important factors for them to purchase products).
 - o Format: 3 to 5 pages excluding cover page and references, 12 points, double space, times new roman.
- ii. **Part 2**, "Now what?": Find and analyze the problem(s), explain why it is a problem(s). If you think there are no problems, analyze where to improve to be more competitive company.
 - o Format: 3 to 5 pages cover page and references, 12 points, double space, times new roman.
- iii. **Part 3**, "So what?": Based on the findings from Part 2, your group will need to provide alternative solutions to increase market share (i.e., Increase the number of

consumers/their satisfaction). STRATEGICALLY explain how and why your solutions can be effective.

- Format: 3 to 5 pages cover page and references, 12 points, double space, times new roman.
- iv. **Part 4:** Prepare the final document by summarizing what you have done from part 1 to 3 and create a 10-minute presentation. Assume that you are reporting the final paper and presentation to your client.
 - Final Paper Format: 5 to 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 minutes. Remember, you are a professional consultant. Your client will prefer to see concise, precise, and professional presentation, but no professional attire(s) or background(s) are required at this point.

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

Class Attendance	50 points
Exams	300 points
Project	200 points
Discussion Boards	280 points
Total Available Points	830 points

Grading Scale

A	747-830
B	664-746
C	581-663
D	498-580
F	497 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.

Course Schedule	Topics	Text	Assignments
7-6	Intro to consumer behavior	Ch. 1	Blackboard discussion
7-7	Consumer well-being	Ch. 2	Blackboard discussion
7-8	Perception	Ch. 3	Blackboard discussion

7-9	Exam 1	Ch. 1-Ch.3	Submit Group Project Part 1
7-12	Learning and Memory	Ch. 4	Blackboard discussion
7-13	Motivation and affect	Ch. 5	Blackboard discussion
7-14	The Self and Gender Identity	Ch. 6	Blackboard discussion
7-15	Personality, lifestyles, and values	Ch. 7	Blackboard discussion
7-16	Exam 2	Ch. 4-Ch. 7	Submit Group product Part 2
7-19	Attitudes and persuasive communications	Ch.8	Blackboard discussion
7-20	Decision Making	Ch.9	Blackboard discussion
7-21	Buying, Using, and Disposing	Ch.10	Blackboard discussion
7-22	Group influences and Social Media	Ch.11	Blackboard discussion
7-23	Exam 3	Ch. 8 -Ch. 11	Submit Group Project Part 3
7-26	A group presentation (four teams)		
7-27	Income and Social class	Ch.12	One group presentation, Blackboard discussion
7-28	Subcultures	Ch.13	One group presentation, Blackboard discussion
7-29	Culture	Ch.14	Blackboard discussion
7-30	Exam 4	Cumulative but mainly Ch. 12 to 14	Submit Group Project Part 4, peer evaluation