MKTG 371: CONSUMER BEHAVIOR
Spring 2014
Mondays and Wednesdays 10:00am to 11:50am

Instructor: Iana A. Castro, Ph.D.
Office Hours: Wednesdays, 9:00am – 10:00am, By Appointment
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Course Materials
• Required: CB, 5th Edition, Babin and Harris, Cengage Learning
• Required: Course Packet

Class Website
The website for this course is on the Blackboard system: http://blackboard.sdsu.edu/

Prerequisites
Students must have completed Marketing 370 and earned a grade of “C” or better in the class.

Purpose of the Course
The study of consumer behavior is intended to acquaint you with what it means to be a consumer in a market-oriented society and what, as a marketer, you need to know to develop, evaluate, and implement effective marketing strategies. We will examine a wide variety of concepts and theories from the behavioral sciences and analyze their usefulness for developing marketing strategies. By the end of this course, students will be able to identify, describe, analyze, integrate and apply concepts and theories related to consumer behavior and decision making to better serve the formulation of effecting marketing strategies.

BSBA Program Goals
BSBA students will graduate being:
• Effective communicators
• Critical thinkers
• Able to analyze ethical problems
• Global in their perspective
• Knowledgeable about the essentials of business

MKTG 371 contributes to these goals through its student learning outcomes. Specifically, students will be able to:
a. Compare and contrast different perspectives that characterize the study of consumer behavior (e.g., cognitive vs. behavioral).
b. Apply theories of consumer behavior to the formulation of effective marketing strategy.
c. Recognize trends based on current research related to consumer behavior.
d. Analyze the challenges that might influence the formulation of effective marketing strategies from a consumer behavior perspective.
**Grades**
Your course grade will be determined entirely by your performance on the exams and individual and group assignments. Therefore, I cannot adjust grades due to factors outside of the course (e.g. GPA trouble, work conflicts, personal problems, etc.).

### Exams
- Exam 1: 20%
- Exam 2: 20%

### Individual Assignments
15%

### Attendance/Participation
15%

### Group Assignments
30%

**Lectures, In-Class Applications and Participation**
Lectures will build on the terminology found in the text and provide students with a deeper understanding of important consumer behavior concepts. PowerPoint presentations used in class will be available at the course BlackBoard site under Course Documents. You are encouraged to download them prior to class to facilitate note taking.

Attendance and class participation are expected and are essential for success in the course. They will make up 15% of your grade. In-class applications will be comprised of group exercises, videos, articles and case analyses and will require your attendance and participation in order to fully understand the material, which may be included in the exams. Completing these activities in order to actively participate in the discussion will count towards class participation. Also, attendance on presentation days at the end of the semester is important and will be counted. Attendance will also be taken randomly during the semester.

**Examinations**
There will be two exams during the semester, each worth 20% of your course grade. Exams will consist of a mixture of multiple choice and short answer questions. Each exam will cover material from the text, lectures, group exercises, assignments, cases, videos and class discussions. You are responsible for all of the material presented in the reading assignments, even if the material is not discussed in class. Make-up exams will be given at the discretion of the instructor. However, no make-up exams will be given unless the student notifies the instructor in advance with a documented university-approved excuse.

**Individual Assignments**
You will be completing two individual assignments during the course of the semester. These assignments will be worth 10% of your course grade. Detailed handouts with instructions and deadlines will be provided.

**Case Write-Ups**
You will be reading and formulating responses to questions for two business cases during the course of the semester. These case write-ups will be completed during class on assigned days. Cases will account for 5% of your course grade.
Group Assignments

Group Project
An important aspect of the course is a group project. Each group will consist of up to 5 people. Groups will be formed at the beginning of the semester. The project involves studying a marketing problem or issue or an intriguing consumer behavior through the collection of primary data. The project will require that you turn in a written report and give an in-class presentation. Each team member is expected to contribute equally to the paper as well as to the presentation. Your final project grade will be based on your written report and your presentation. More explicit details about the group project are provided in a separate handout. The group project will account for 30% of your course grade.

Late Assignments Policy
All assignments are due at the beginning of class on the due date (unless otherwise stated). Five percentage points will be taken off for assignments turned in during the class period. Ten percentage points will be taken off for assignments turned in after class on the due date and ten percentage points will be taken off each additional day that the assignment is late.

Re-Grade Policy
If you strongly feel that your test/assignment was misunderstood or graded incorrectly, then I will re-grade the entire test/assignment. Re-grade requests must be submitted in writing within five days of the assignment’s return to students. Your grade may go up, or it may go down. Of course, if there is a mathematical error, then I will correct it. I will re-grade a maximum of two assignments per student/group per semester.

Academic Integrity
The SDSU Honor code will be strictly enforced. For additional information, please review the SDSU Senate Policy file, available from the Center for Student Rights and Responsibilities. If you have any questions regarding the definition of allowable behavior, it is your responsibility to ask for clarification prior to engaging in the collaboration. Academic integrity violations will result in an “F” in the course.

Professional Behavior
1. Attendance: Students are expected to attend each class session.
2. Punctuality: Students are expected to arrive and be seated prior to the start of each class session.
3. Behavior: Classroom interaction will be conducted in a spirited manner but always while displaying professional courtesy and personal respect.
4. Preparation: Students are expected to complete the readings, case preparations and other assignments prior to each class session and to be prepared to actively participate in class discussion.
5. Distractions:
   a. Exiting and Entering: Students are expected to remain in the classroom for the duration of the class session unless an urgent need arises or prior arrangements have been made with the professor.
   b. Laptop, Cell Phone, and Other Electronic Device Usage: The use of laptops, cell phones, or other electronic devices is not permitted during lectures.
Amendments
I reserve the right to make changes to the course syllabus or course schedule at any time during the semester. Students will be notified of changes either in class, via email, and/or through Blackboard announcements.

Department Policy
Any student whose name is on the initial class roster and who fails to attend class for at least one of the first two class meetings may be administratively dropped from the course. Another student will fill the resulting opening in the class roster.

Disabilities
If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that I cannot provide accommodations based upon disability until I have received an accommodation letter from Student Disability Services. Your cooperation is appreciated.

Problems
I encourage you to make an appointment to see me if you incur any difficulties with MKTG 371 – but please approach me early in the problem so that we can work together to create the opportunities for you to succeed. If you wait until the end of the semester, it may be too late to take any effective action.