SPRING 2015
Marketing 371
Consumer Behavior
College of Business Administration

Instructor: Dr. Lisa Haddock
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Office Hours: EBA 337D
Thurs 10:00 – 12:00 by appointment

MKTG 371 Sect. 2 (22082)  MKTG 371 Sect. 3 (22083)
Tues/Thurs 12:00 – 1:50 p.m.  Tues/Thurs 2:00 – 3:50 p.m.
GMCS 309  GMCS 309

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 marketing-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 effective marketing strategies.

College of Business students will graduate being Effective Communicators, Critical Thinkers, Able to Analyze Ethical Problems, Global in their perspectives, and Knowledgeable about the essentials of business.

This class contributes to those goals through its student learning outcomes.
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

Marketing 371 contributes to these goals through its student learning outcomes . . .

Course Learning Objectives:
The consumer is the focus of all marketing activities when marketing managers operate under the Marketing Concept. It is the objective of Consumer Behavior to develop:
1. An understanding of the environmental factors that influence the consumer decision-making
2. An understanding of the individual or psychological factors that influence the consumer decision-making process
3. The consumer processes of decision-making and information processing
4. Knowledge of how consumer behavior impacts the marketing manager’s strategy in product decision, pricing, placement, and promotion

Specifically, students will be able to:
1. *Compare and contrast* different perspectives that characterize the study of consumer behavior (e.g. cognitive vs. behavioral)
2. *Apply* theories of consumer behavior to the formulation of effective marketing strategy
3. *Recognize* trends based on current research related to consumer behavior
4. *Analyze* the challenges that might influence the formulation of effective Marketing strategies from a consumer behavior perspective

Required Course Materials:
**Consumer Behavior: Buying, Having, and Being, 11th Edition**
*Michael R. Solomon*

NOTE: I do not advocate using a previous edition of the textbook. The textbook has changed quite a bit from the earlier edition. I suggest using the current 11th edition. You can obtain the book at the SDSU bookstore in several formats: e-Book rental, 3-hole punched, bound copy. Check other sources as well. Amazon.com carries this book also.

Grading:

1. **EXAMS: 75 Points**
   - Exam 1: 25 points
   - Exam 2: 25 points
Exam 3: 25 points

Note: Exams will be administered in class. Please bring a pencil and a #882 Scantron. Exams are multiple choice and True/False. Exam questions cover the reading material in the book and in our class discussion. Each exam consists of 50 questions. The secret to success is to read the book carefully and come to class! There are NO make-up exams. Please be present.

2. GROUP PROJECTS: 22 Points
Groups of 5-8 students each will be formed at the beginning of the semester. Each group will work together on two group projects. Information on these projects will be provided at the beginning of the semester.
Group Case Study One: 3 points
Group Case Study Two: 19 points

3. ATTENDANCE/CLASS PARTICIPATION: 3 points
Students are expected to attend each class session. Class attendance and participation will account for 3 points of your grade.

POINT ALLOCATION SUMMARY:
- Exams: 75 points
- Group Case Studies: 22 points
- Class Participation/ Attendance: 3 points

Note: Students can earn a maximum of 100 points in the class. There is no extra credit.

Grading Scale:
Grades are allocated as follows:

A = 93+  A- = 90-92
B+= 88-89  B= 83-87  B- = 80-82
C+= 78-79  C= 73-77  C- = 70-72
D+ = 68-69  D= 63-67  D- = 60-62
ACADEMIC INTEGRITY

One of the most critical elements of university learning is honesty and academic integrity. Otherwise, the degree is meaningless. The severity of violations of academic integrity is magnified in an online course. Violations include, but are not limited to:

1. Unauthorized assistance on exam, assignment, or online exercise. Each student is to take the exam alone.
2. Falsification, invention, or sharing of data - each student’s work is solely his own.
3. Unauthorized collaboration on assignments - each of the graded assignments is to be completed only by the student.
4. Plagiarism - anything that has been taken from another source WITHOUT citations is plagiarism, which is a crime. Cutting and pasting anyone else’s work or other publications is against university policy and is punishable criminally.
5. Unauthorized access or copying of the curriculum and instructor’s materials or files - students may not distribute copyrighted materials nor copy any document.

If these standards are not met in totality on any test or assignment, the student will automatically receive a grade of zero on the test or assignment and will be reported to the University Office of Judicial Review. A second offense will result in removal from the class and the student will receive a zero for the course. In that situation, university policy is quite severe and the student will be fully prosecuted.

This is an initial syllabus, and will be expanded upon with updates posted to Blackboard. It is subject to change if needed.

STUDENT DISABILITY SERVICES

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.

SDSU Writing Center

The SDSU Writing Center is located in LLA 1103, open every weekday to all students on campus. Students can make an appointment or drop-in. If you are asking your students to do any writing (as all upper-division and graduate courses should be), the Writing Center is a terrific asset. Additional information can be found at http://www.writingcenter.sdsu.edu/.

Course Policies
Use of Laptops in Class

As a matter of respect and professionalism, please do not engage in cell phone usage during class. Professional courtesy also dictates that you do not talk to anyone in class during the lecture or presentations. You may use your laptop in class ONLY for the purposes of note-taking or assigned in-class readings. Otherwise, your laptop should be closed.

Attendance and Participation

Attendance and participation is required. This is an interactive class—this means that you should be engaged in class discussions and add value to the class. You have a duty to yourself and your team members to attend and participate in all scheduled class sessions. Class attendance and participation also involves being ON TIME to attend ALL of the class. If you miss class, you will miss information that may be on exams. You will be allowed to miss TWO class sessions without penalty. Beyond that, you will lose points.

Missed exams or assignments

Special arrangements for missed assignments or exams must be made prior to the exam or assignments date for those students who have documented emergencies. You must contact me beforehand by email. Examples of valid excuses include a death or severe illness. If you miss an exam or assignment deadline, you will be given a grade of zero unless you have contacted me and I gotten prior approval.

Course Changes

The instructor reserves the right to amend the course syllabus at any time during the semester; students will be informed of the changes either in class, via email, or through Blackboard. For example, topics listed in the syllabus may be covered on different days to accommodate guest speakers, natural disasters, or class needs.