College of Business
Department of Management and Marketing

MKTG 3330.001 Consumer Behavior
Spring 2014

Instructor Information
Yuan Li
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Class Information
Classroom: CI 106
Class Time: T/Th: 12:30-1:45 PM
Office Hours:

PURPOSE AND OBJECTIVES

The purpose of MKTG 3330 is to provide an introduction and overview of psychological and sociological concepts for understanding the why, how, and what of consumer behavior. We will examine the consumer decision-making process including searching for, purchasing, using, evaluating and disposing of products and services. There will be an emphasis on how the marketing mix, social-cultural factors, inner-characteristics and lifestyles all affect consumer behavior. By successfully completing the course, the students will be able:

- To outline current efforts in Consumer Behavior research.
- To be aware of the influences on Consumer Behavior of internal psychological factors.
- To be aware of the influence of the external social environment on Consumer Behavior.
- To understand the consumer decision-making process.
GRADES

Your grade will be determined entirely by your performance on the exams, homework, your class attendance and meaningful class participation. Therefore, I cannot adjust grades due to factors outside of the course (e.g. GPA trouble, work conflicts, personal problems, etc.). Do not tell me that you need a certain grade or ask for extra assignments for the purpose of raising a grade. I have to treat everyone fairly.

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>In-class Exams (3)</td>
<td>100 points each 300 points</td>
</tr>
<tr>
<td>Attendance</td>
<td>40 points</td>
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<tr>
<td>Class Contribution</td>
<td>40 points</td>
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<tr>
<td>Group Project</td>
<td>100 points</td>
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<tr>
<td>Project Presentation</td>
<td>20 points</td>
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Total Points Available 500 points

The grading criteria is

450 - 500 points = A
400 - 449 points = B
350 - 399 points = C
300 - 349 points = D
Below 300 points = Failure

2. The final examination will be administered according to the university published schedule. The University may adjust this schedule as administratively required.

3. Students are advised to check the last date during the semester when they may drop a course with an automatic “W”. If you decide to drop after this date, you will receive the grade you have earned up to the drop date minus any grade components not administered.

COURSE METHOD AND POLICY

Instruction Procedures
Discussion of chapters in text will be the main method. To get the best out of this class, you should download the power points, read the chapter and come to class. You are strongly encouraged to participate in class discussion. Both quality and quantity of participation are important.

Attendance
Students are expected to attend class and be on time. An excused absence is defined as any absence that receives specific approval in advance by the instructor, or that is an approved university-sponsored event or activity. You will be responsible for all class works whether you attend or not.
Cellular telephones and electronic communication/computing devices must be turned off during the class session. In order to adhere to copyright laws and intellectual property protection, NO tape recording or electronic note taking is permitted without the explicit written permission of the instructor.

**Academic Integrity**

Students are expected to maintain highest standards of integrity and professionalism in your academic work and in in-class conduct. Zero tolerance for academic dishonesty, plagiarism, cheating or misconduct (e.g., cross-talking, cell phones, online distractions in laptops etc.) will be upheld. Turn off cell phones or other electronic devices during class. Consult the University and College policy (e.g., College of Business Student Code of Ethics) on these issues.

**Return of Submissions**

In order to preserve academic integrity all tests/submissions will have to be returned in class after you have seen them. You will not be allowed to take them home. You will be penalized for items not returned. I will preserve the tests/submissions for one semester following the current semester. After that they will be destroyed.

**Drop Policy**

Please check the university calendar for the drop dates and refunds associated with it. You must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation will not automatically result in your being dropped from the class.

**ADA Compliance**

TAMUCC complies with The Americans with Disabilities Act (ADA), a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please visit the university Disability Services office for proper advice. Also, inform me in advance so that I can accommodate you in the class.

**Grade Appeals**

The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. For assistance and/or guidance in the grade appeal process, you may contact the Office of Student Affairs.

GOOD LUCK! HAVE A GREAT SEMESTER!