Consumer Behavior

Course Description
An examination of the psychological and social influences that affect consumer decision making. Emphasizes the development of marketing programs designed with behavioral considerations in mind. Prerequisites: MKTG 3310 and Junior standing or above.

Learning Objectives
Upon completion of this class, the student will be able to:
1. Describe the consumer value framework.
2. Apply the concepts of marketing strategy to describe how firms go about creating value for consumers.
3. List different types of value creation.
4. Define phases of the consumer perception process.
5. Identify factors that influence consumer comprehension.
6. Identify factors that facilitate memory recall.
7. Understand what initiates consumer behavior.
8. Classify basic consumer motivations.
9. Understand how lifestyles, psychographics, and demographics impact consumer behavior.
10. Comprehend attitude change theories and their role in persuasion.
11. Understand how message and source effects influence persuasion.
12. Understand the different types of reference groups that influence consumer behavior.
13. Use the key dimensions of core societal values to apply the concept of cultural distance.
14. List fundamental elements of verbal and nonverbal communication.
15. Identify major cultural and demographic trends.
16. Use the concept of atmospherics to create consumer value.
17. Understand how perception is influenced by time and antecedent conditions.
18. List the activities involved in the consumer decision-making process.
19. Explain the three major types of decision-making approaches.
20. Comprehend how value affects the evaluation of alternatives.
21. Explain post-consumption reactions using expectancy disconfirmation, equity, and attribution theory.
22. Apply the concept of switching costs to consumer buying.
23. Discuss why and how consumers complain and spread word-of-mouth.
24. Comprehend the role of corporate social responsibility.
25. Understand the various forms of regulation that affect marketing practice.
26. Discuss marketing ethics and how ethics guide the development of marketing programs.

Major Course Requirements

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>15 Quizzes (5 points each)</td>
<td>75</td>
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<tr>
<td>3 Exams (100 points each)</td>
<td>300</td>
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<tr>
<td>Final comprehensive exam</td>
<td>100</td>
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<tr>
<td>2 Team Projects (60 points each)</td>
<td>120</td>
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<tr>
<td>Attendance &amp; Participation</td>
<td>5</td>
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<tr>
<td><strong>Total Points</strong></td>
<td><strong>600</strong></td>
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Required Readings

Textbook: *CB* by Babin and Harris, 8th edition
Course Policies

**Attendance:** Throughout the semester, the professor will choose days to give one attendance point.

**Make-up Quizzes:** You can make up a missed quiz by submitting the following:
1. A summary of the chapter you missed; 500 words or more.
2. In your own words, tell me how this information is useful in marketing to today’s consumers. Your grade is based on the quality of your work. There is no limit to the number of quizzes you can make-up. E-mail the make-up to the professor within a week after the quiz is given.

**Extra Credit:** This extra credit work must be turned in no later than the last class day. You can earn up to 6 points, depending upon the quality of your work. Requirements: Chose one key term from the list. Find two articles about the term. You must submit: (1) a write-up of at least 500 words about the term and articles. Include a works-cited page. (2) A PowerPoint presentation that summarizes your write-up. It must be at least five slides. Each slide must contain picture(s) that illustrate the information. (3) Include one YouTube link that relates to your slides. Email me your Word file and PowerPoint file on or before the last class day.

**Cell Phone / Electronic Device Usage:** Cell phone use is not allowed during class. You may use a laptop if absolutely necessary.

**Academic Integrity / Plagiarism:**
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in possible failure.

**Dropping a Class**
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, 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. November 15 is the last day to drop a class with an automatic grade of “W” this term.

**Statement of Civility**
Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

**Grade Appeals**
As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. 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 Procedure 13.02.99.C2.01, Student...
Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance in the grade appeal process, contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

**Disabilities Accommodations**
The Americans with Disabilities Act (ADA) is 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 call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**Statement of Academic Continuity**
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

**Course Outline**

Introduction
Ch. 2 Quiz, Value and consumer behavior; Assign teams
Ch. 3 Quiz, Perception
Ch. 4 Quiz, Comprehension, memory, and cognitive learning
Ch.5 Quiz, Motivation and emotion
Ch. 6 Quiz; Assign Project #1
Exam over Chapters 2-6
Ch. 7 Quiz, Attitudes; Go over exam
Ch. 8 Quiz, Group and interpersonal influence
Ch. 9 Quiz, Consumer culture
Team work day
Teams presentations - Project #1
Ch. 10 Quiz, Microcultures
Ch. 11 Quiz, Consumers in situations; Assign Project #2
Exam over Chapters 7-11
Ch. 12 Quiz, Decision making 1; Go over exam
Ch. 13 Quiz, Decision making 2
Ch. 14 Quiz, Consumption to satisfaction
Team work day
Teams presentations - Project #2.
Ch. 15 Quiz, Beyond consumer relationships
Ch. 16 Quiz, Consumer and marketing misbehavior
Exam over Chapters 12-16
Comprehensive Final