

Fayetteville State University
Department of Finance, Economics, Entrepreneurship and Marketing
MKTG 331 Consumer Behavior

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Rules and regulations governing the use of FSU email may be found at
<http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>

II. Course Description: As a business function, marketing understands customers' unfilled needs and wants, and creates and delivers value through solutions that satisfy customers and fulfill organizational objectives. In doing so, the marketing function determines which target markets the organization can best serve; decides on appropriate products, services, and programs to serve these markets; and calls upon everyone in the organization to "think and serve the customer." In today's highly competitive environment, market-oriented thinking and sound marketing management can make the difference between winners and losers. Good decisions often result from clearly defining the problem, developing alternatives, and evaluating them on well-developed criteria. Such a structured approach to marketing problems will be emphasized in this course.

III. Disabled Student Services: In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203.

IV. Textbook: Babin, Barry and Eric Harris, *CB2*, 2nd Edition, (2011), South-Western, ISBN-10:032482999X

V. Student Learning Outcomes

The course's primary objectives are:

1. Learning fundamental principles, generalizations, and theories in consumer behavior, as well as its connections to other social sciences
2. Gaining factual knowledge (including terminology, classifications, methods, and trends) of consumer behavior research
3. Learning to apply knowledge of consumer behavior to improve thinking, problem solving, and decisions in real-world marketing contexts.

VI. Course Requirements and Evaluation Criteria

A. Grading scale

Grading symbols and numerical equivalents:

A	90.00 to 100.00%
B	80.00 to 89.00%
C	70.00 to 79.00%
D	60.00 to 69.00%

F 59.00 % and below

B. Graded assignments and points

Grade Distribution(in points)

Midterm exam	100
Final exam	100
Inclass assignments	100
Case study write-ups	140
Attendance	100
Class participation	100
Peer Evaluation	60

Total	700

C. Case write-ups

Each team will be responsible for submitting one write-up answering case study questions located at the end of each chapter per week. All students are responsible for reading, understanding, and participating in all case study discussions. The assignment is due one every Friday by midnight.

D. Meaningful class participation

An essential skill for any manager is the ability to articulate your analysis, rationale, and recommendations in a concise, precise, organized, and professional manner. It is also important to critique and to integrate the different comments that emerge in the discussion. Hence, your comments need to go beyond just the repetition of case facts and talking points. Highly valued contributions include redirecting a case discussion when the current point has been adequately covered, providing an appropriate quantitative analysis, reconciling previous comments, and drawing generic learning points from a particular case. Good class participation includes displaying collaborative class attitude. Grades will be adjusted to reflect each student's class attitude (i.e. disruptive behaviors will be negatively evaluated).

E. Team work

Most teams work effectively. Members benefit from the synergies developed as multiple viewpoints and multiple skills are brought together to address a common problem. To evaluate team performance, a Team Evaluation Form is required from each team member at the end of the semester. Grades will be adjusted to reflect each team member's contributions to the team.

F. Policy on Missed or Late Assignments

No late work is accepted. Missed exams can be replaced by the grade received on the final exam. Missed exams are counted as a zero until the final exam is recorded. The percentage correct on the final exam will be multiplied times the points available on missed work and that product will become the point value used to replace the zero. All other work cannot be replaced. Bonus points can be earned by meaningful contribution during class.

G. Attendance

Attendance is required in this class. Attendance will be recorded periodically throughout the semester. Excused absences must be verifiable. It is the student's responsibility to provide documentation for an absence to be excused. If you know of an upcoming absence, please let the instructor know prior to that class period. Acceptable documentation will allow you to receive credit for attendance only.

H. Questions & Communication

Please feel free to discuss your work, any questions or concerns that come up, or areas of special interest with the instructor at any time during the semester. You may see the instructor during the office hours, arrange for an appointment at your convenience or send an email to express your concerns. Please identify class number (Morning or Afternoon), your group number, and name in the subject section when you send an email.

I. Academic Dishonesty

All students are expected to conduct themselves in accordance with the FSU Academic Regulations on Dishonesty in Academic Affairs, collectively referred to in this class as the Honor Code. Any student who commits an academically dishonest act such as plagiarism, cheating on an exam, submitting the work of another person as her or his own, or any other action that threatens the integrity of the degree or the high standards maintained by the other students in the class will receive an "F" in the course and may be subject to dismissal from the FSU program.

J. Technology Requirement

This course's technology requirement includes the use of Blackboard Interface and the Internet.

K. Statement on Classroom Etiquettes & Expectations

1. If you are engaging in a disruptive act you will be asked to leave the classroom. Disruptive acts can include but are not limited to: cell phone use during class, talking to a neighbor during class, reading material other than course material in class, eating during class, playing video or other games during class, sleeping, etc. Interruptive or disruptive attitude / behaviors will be reflected on your participation scores. Arriving class too late or leaving class too early will be reflected on your participation scores.
2. You will be asked to leave the class if you are engaging in any conduct that is deemed inappropriate, such as any act that is interfering with a fellow student's ability to learn, interfering with the professor's ability to conduct class, interfering with the classroom environment, etc. The student will be withdrawn from the class for repeated violations.
3. Civil discourse is required. Students must be respectful of the opinions of others. You are free to disagree with your professor or with your fellow students if you do so in a respectful manner.
4. Students must respond to instructor within a timely manner.

VII. COURSE OUTLINE AND SPECIFIC OBJECTIVES

Date	Agenda
Week1: 1/10	Chapter 1: What is CB? <ul style="list-style-type: none"> - Overview of the course - Group formation (Team communicator selection) - Student information submission
Week2: 1/17	Chapter2: Value and the Consumer Behavior Value Framework
Week3:1/24	Chapter 3: Consumer Learning Starts Here: Perception
Week4:1/31	Chapter4 : Comprehension, Memory, and Cognitive Learning
Week5:2/7	Chapter 5: Motivations and Emotion: Driving Consumer Behavior
Week6:2/14	Chapter 6: Personality, Lifestyles, and the Self-Concept
Week7:2/21	Chapter 7: Attitudes and Attitude Change
Week8:2/28	Midterm
Week9:3/7	Break
Week10:3/14	Chapter 8: Consumer Culture
Week11:3/21	Chapter 9: Group Influence
Week12:3/28	Chapter 10: Consumers in Situations
Week13:4/4	Chapter11: Decision Making I
Week14: 4/11	Chapter 12: Decision Making II
Week15: 4/18	Chapter 13: Consumption to Satisfaction
Week16 : 4/25	Chapter 14: Consumer Relationships Final exam for senior
Week17: 5/2	Final exam

**Instructor does reserve the right to make changes during the course of the semester.*