

# MKTG 3323 Consumer Behavior Spring 2016

Spears School of Business  
Oklahoma State University

## Instructor:

Dr. Xiang Fang, Associate Professor of Marketing

## Contact Information:

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Virtual Office Hours: By appointments

Course Site: Desire2Learn (Online Classroom): <http://oc.okstate.edu>

Technical and enrollment support: Distance Learning Office, 108 Gundersen,  
[spearsdistance@okstate.edu](mailto:spearsdistance@okstate.edu) or call (405) 744-4048.

## Overview of the Course

The most important aspect of marketing is to understand consumer behavior. This course focuses on providing you with the basic tools to better understand how consumers perceive and process information, form attitudes, and make decisions. The managerial applications of consumer behavior are emphasized. The principles and theories from a number of disciplines are used to describe and explain consumer behavior, including economics, psychology, sociology, and anthropology.

## Course Objectives

Understanding consumer behavior is the key to success in today's complex marketplace, therefore this course involves a number of objectives:

Course Objective	Program Learning Goal
<ul style="list-style-type: none"><li>• Understand how consumers perceive and process information in the marketplace</li><li>• Understand how consumers form attitudes and make decisions</li><li>• Understand the role of society and culture on the consumption process</li></ul>	<ul style="list-style-type: none"><li>• Business Knowledge</li></ul>
<ul style="list-style-type: none"><li>• Understand the ethical aspects of ways firms can influence consumer behavior, particularly subliminally or outside of consumers' awareness</li><li>• Provide a framework for ethical marketing practices</li></ul>	<ul style="list-style-type: none"><li>• Ethical Decision Making</li></ul>

<ul style="list-style-type: none"> <li>• Identify the ethical issues in conducting research on consumers</li> </ul>	
<ul style="list-style-type: none"> <li>• Develop the ability to write logically and persuasively</li> <li>• Develop the use of proper grammar</li> </ul>	<ul style="list-style-type: none"> <li>• Written Communication Skills</li> </ul>

### Course Prerequisites

MKTG3213

### Texts and Supplementary Materials

#### Textbook (Required)

Consumer Behavior, Barry J. Babin; Eric Harris. 5ed, ISBN: 1133629687 (without electronic access code).

Additional reading materials will be announced on the course website.

### Attendance Policy

Students who have not participated in at least one assignment in Desire2Learn (discussion board, weekly assignment, etc.) within the first two weeks of the course will be reported as not having attended class. The instructor will then recommend the student to drop the course.

### Grading Policy

The grades in this class break down as follows:

Online Discussion	80 pts
Quizzes (3)	150 pts
Exams (2)	200 pts
Weekly Assignments (15)	120 pts
Writing Assignments (4)	100 pts
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Total Points	650 pts

Letter grades will be assigned according to the standard scale.

585-650 pts.	=	A
520-584 pts.	=	B
455-519 pts.	=	C
390-454 pts.	=	D
Below 390pts	=	F

## **Description of Course Requirements**

### Online Discussion (80 points, 5 points per week)

I will post discussion questions weekly and students are required to post responses to the instructor-led discussions each week (due at 11:59PM on Sunday). As in face-to-face classroom discussion, students may have different opinions. These opinions are welcome and students are encouraged to discuss differences in a courteous and respectful manner. The discussion grade will be determined by the quality of your responses (e.g., try to provide more specific comments and use the theories or concepts we learn in class to explain). No late online discussion.

### Quizzes (150 points)

You will take three quizzes throughout the semester, via Desire2learn. These quizzes include multiple-choice questions only. The content will be largely based on textbook, video lectures, slides, and additional readings. Each quiz will be worth 50 points.

### Exams (200 points)

You will take two exams throughout the semester (proctored online exams). These exams include multiple-choice questions and essay writing. The final exam is NOT comprehensive. The exam content will be largely based on textbook, video lectures slides, and additional readings. Each exam will be worth 100 points.

The OSU-Stillwater campus has a testing facility at the Wes Watkins Center, and charges your bursar account \$12 each exam. Their phone number is (405) 744-6390, and you must call to make an appointment. The OSU-Tulsa campus also has a testing center; and (918) 594-8232 is the phone number. If you do not reside in Tulsa or Stillwater, you will need to find a testing center in your area. There is a list of testing centers at this same website <http://spears.okstate.edu/distance/guide>.

Once you have decided on a testing center, you must complete a Proctor Agreement form and fax it to the Spears School of Business Distance Learning office at (405) 744-1891. The form is located at:

<http://spears.okstate.edu/distance/files/proctoragreementform-tc.pdf> For more information about the testing and proctoring procedure, visit 108 Gundersen, or call the office at (405) 744-4048.

### Weekly Assignments (120 points)

There will be a total of 15 weekly assignments. Each of them is worth 8 points. All weekly assignments are due at 11:59PM on Sundays. No late submissions.

### Writing Assignments (100 points)

There will be four writing assignments over the span of the course. Each of them is worth 25 points. They should be typed, double-spaced, with 1-inch margins and a 12-pt. font. Total length of each should be about two to three pages. Late assignments will reflect a penalty of 10% per day.

1. Find a recent business article about Repositioning (see Chapter 2) and write a report to describe what is the company's original positioning, what's their repositioning strategy, why they make the change, and what are your opinions to their change (Due on 1/31).
2. Read an article about Principles of Persuasion by Robert Cialdini (will be posted on D2L) and analyze different behavioral compliance techniques used in a sales context (Due on 3/13).
3. Read an article about creative advertising strategies (The article will be posted in Dropbox). Find three recent advertisements using three different strategies from the article and briefly describe each (Due on 4/10).
4. Find a recent business article about global marketing and write a report to discuss how cultural differences (e.g., Hofstede's 5 dimensions, cultural norm, ritual) influence a global company's product or advertising strategies (Chapters 13 and 15) (Due on 4/24).

In addition, we may have some extra point opportunities throughout the semester (e.g., participating in some research studies).

### **Expectations:**

Due to the online format of this course, success in this course will depend on the practices outlined below.

1. Students must familiarize themselves with Desire2Learn course shell prior to the first date of class.
2. Student must check the online course documents, announcements, and e-mail communications from the instructor or fellow students regularly.
3. You are expected to complete all your assignments, quizzes, and exams unaided. Failure to do so will result in an F! for you and those who help you.

## **Make-up Policy**

Students are expected to take each exam on the date given and submit each assignment in a timely manner. If for any reason a student cannot attend an exam or submit an assignment, he or she must notify the instructor prior to the examination/assignment.

## **University Policy**

### Drop Policy

Information about university drop policy and dates is at this website:

<http://registrar.okstate.edu/>

Click on “Class Schedules,” and “Short Courses”

To drop this course, contact the Registrar’s office, (405) 744-6876, or drop through SIS (Student Information Services).

### Academic Integrity

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, <http://academicintegrity.okstate.edu/>.

### Accessibility

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: <http://sds.okstate.edu>.

### Tentative Schedule

Week	Topic	Weekly Assignment
<b>Week 1 (1/11)</b>	Chapter 1: Introduction to Consumer Behavior	1. Consumer Behavior Introduction
<b>Week 2 (1/18)</b>	Chapter 2: Value and the Consumer Behavior Value Framework	2. My best segment exercise 3. Positioning exercise
<b>Week 3 (1/25)</b>	Chapter 3: Perception	4. Product placement exercise <b>The First Writing Assignment due on 1/31</b>
<b>Week 4 (2/1)</b>	Chapter 4: Comprehension, Memory, and Cognitive Learning	5. Consumer Learning exercise <b>Quiz 1 (2/3)</b>
<b>Week 5 (2/8)</b>	Chapter 5: Motivation and Emotion	6. Motivation
<b>Week 6 (2/15)</b>	Chapter 6: Personality, Lifestyles, and the Self-Concept	7. Brand Personality and Vals Psychographic Survey <b>Quiz 2 (2/17)</b>
<b>Week 7 (2/22)</b>	Chapter 7: Attitude (Part 1)	8. Multiattribute Attitude Model 9. Implicit attitude measure
<b>Week 8 (2/29)</b>	<b>Midterm Exam: to be completed on 3/2 or 3/3, due in the Distance Learning Office by 7:00pm, 3/3.</b>	
<b>Week 9 (3/7)</b>	Chapter 7: Attitude (Part 2)	10. Framing exercise <b>The Second Writing Assignment due on 3/13</b>
<b>Week 10 (3/14)</b>	Chapter 12: Need Recognition and Search	11. Internal and External Search
<b>Week 11 (3/21)</b>	Chapter 13: Evaluation	12. Decision rules exercise
<b>Week 12 (3/28)</b>	Chapters 14 and 15: Satisfaction and Consumer Relationship	13. Net Promoter Score <b>Quiz 3 (3/30)</b>
<b>Week 13 (4/4)</b>	Chapter 8 Part 1: Group Influence	<b>Third Writing Assignment due on 4/10</b>

<b>Week 14</b> <b>(4/11)</b>	Chapter 8 Part 2: Family Decision Making	14. Group exercise
<b>Week 15</b> <b>(4/18)</b>	Chapter 9: Cultural Influences	15. Culture Exercise <b>Fourth Writing Assignment</b> <b>due on 4/24</b>
<b>Week 16</b> <b>(4/25)</b>	Chapter 11: Situational Influences	
<b>Finals Week: Final Exam will be completed on 5/2 or 5/3, due in the Distance Learning Office by 7:00pm, 5/3.</b>		