

Sam Houston State University
College of Business Administration
Department of Management & Marketing

Course Number: Marketing 378
Course Title Consumer Behavior
Prerequisites: Marketing 371
Instructor: Roger D. Abshire
Office: SHB 233
Phone: 294-1256
Office Hours: By appointment

Required Text: *Consumer Behavior*, 10th Edition, by Hawkins, Mothersbaugh, and Best.

Supplemental Text: None

Course Description: A study of consumer decision making processes in marketing and the factors that influence these processes.

Course Objectives: The objective of this course is to provide the student with a usable, managerial understanding of consumer behavior. Application of consumer behavior concepts for marketing strategy decision making is emphasized.

Course Evaluation Process:

Exams: Four (4) exams will be administered. Exams will consist of objective and subjective questions. Exams are worth 100 points each. The chance always exist for pop tests. Each student is required to take the final exam.

Grading Scale: 100%-90% = A;
89%-80% = B;
79%-70% = C;
69%-60% = D;
BELOW 60% = F

Scantrons: You are responsible for properly filling in your scantron, i.e. don't leave any blank, do have clean erasures or you will not receive credit.

Make-up Exams: Make-up exams will be administered on Friday, 7 December 2007 @ 9:00 a.m.

Religious Holy Days Policy: Section 51.911 (b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

Disabled Student Policy: It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling 936.294.1720.

Class Attendance: Regular and punctual class attendance is encouraged. A record of class attendance will be maintained. Students who miss more than seven (7) class periods will lose ten points per class period missed above seven.

Academic Misconduct: "All students who enroll at Sam Houston State agree to assume the responsibilities of citizenship in the campus community." (Undergraduate Catalogue 1988-1990, p. 56) Cheating will not be tolerated!

Class Conduct: Smoking, drinking and eating are prohibited.

Important Dates:

Remember: Success is not a result of spontaneous combustion, you must set yourself afire!

Chance favors the prepared mind.

Louis Pasteur

COURSE EXAMINATION OUTLINE DATES ARE TENTATIVE

<u>EXAM</u>	<u>CHAPTERS</u>	<u>DATE</u>
1	1,15,16,17,18	21 September 1995
2	19,2,3,4,5,6	10 October 1995
3	7,8,9,10,11	9 November 1995
4	12,13,14,20,21	11 December 1995

MARKETING 378
CONSUMER BEHAVIOR
PREREQUISITES: MKT 371
INSTRUCTOR: Roger D. Abshire
OFFICE: AB1 214
PHONE: 294-1256

COURSE OBJECTIVE: The objective of this course is provide the student with a usable, managerial understanding of consumer behavior. Application of consumer behavior concepts for marketing strategy decision making is emphasized.

ACADEMIC MISCONDUCT: "All students who enroll at Sam Houston State agree to assume the responsibilities of citizenship in the campus community." (Undergraduate Catalogue 1988-1990, p. 56)

CLASS ATTENDANCE: Regular and punctual class attendance is encourage. A record of class attendance will be maintained.

EXAMS: Four (4) exams will be administered. Exams will consist of objective type questions with possible subjective questions.
There is always a chance of having a pop quiz. Each student is required to take the final exam.

REQUIRED TEXTBOOK: Consumer Behavior, 5th Edition, by Hawkins, Best and Coney.

GRADING SCALE:

100%-90%	= A
89%-80%	= B
79%-70%	= C
69%-60%	= D
BELOW 60%	= F

SCANTRONS: You are responsible for properly filling in your scantron, i.e. don't leave any blank, do have clean erasures or you will not receive credit.

CLASS CONDUCT: Smoking, drinking and eating are prohibited. No visitors are allowed in class.

SCHOLARSHIP: You are encouraged to apply for one of the scholarships awarded in the Spring Semester. Although GPA is often the deciding criteria other factors are also considered.

OFFICE HOURS: To be announced in class.