

Sam Houston State University

College of Business Administration

Department of Management and Marketing

Course Number:	MKT 378
Course Title:	Consumer Behavior
Instructor:	John J. Newbold
Office:	SHB 236 P
Phone:	936-294-1274
Email:	mkt_jjn@shsu.edu
Office Hours:	MTWTF 8:00 AM – 10:00 AM
Required Text:	<u>Consumer Behavior, 10th ed;</u> Hawkins, Mothersbaugh & Best; McGraw Hill Irwin

Course Description: The primary purpose of this course is to provide an overview of the activity of studying consumer behavior as an input to marketing strategy and marketing program development. There will be some “hands-on” assignments to help illustrate/demonstrate selected concepts.

Course Objectives: To provide an overview of the main concepts of consumer behavior, including the following:

- External influences on consumer behavior
- Internal influences on consumer behavior.
- The consumer decision-making process.

Class Format: The primary forms of material presentation will be lecture and in-class exercises. Marketing strategy is a subject that is highly visible in the press and business organizations. You are encouraged to bring relevant issues from these sources to the attention of the class for discussion.

Grading/Evaluation:

- ***Class Participation and Attendance*** Each student is required to participate in class discussions. Attendance is NOT enough. You must talk, make *intelligent* comments, and/or ask questions to achieve a "good" grade for participation (any comment that may demonstrate that you have not read the assignment will be *negatively* graded).

- ***Note: Tardies are counted as absences!***
- ***Note: 3 absences merits a participation score of 0***

Number of Absences	Points Earned (Out of 50)
<i>2 or Less</i>	<i>50</i>
<i>More than 2</i>	<i>0</i>

- **In-class Exercises:** There will be a total of 5 in-class exercises designed to reinforce the course material. Each of these will be worth 10 points.

- **Exams:** There will be three exams. Each will cover roughly a third of the course material. The Final exam will not be comprehensive.

Grading/Evaluation Point Summary:

Grading Summary:	Exam 1	300 points
	Exam 2	300 points
	Final Exam	300 points
	Participation	50 points
	In-class exercises	<u>50 points</u>
	Total	1,000 points

Grading Scale:

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

Make up Exams:

In order to qualify for a make-up exam, **the student must inform the instructor prior to the time of the exam**, via email or phone message, of their inability to take the exam at the assigned time. There will be no provision for making up a second missed exam. The student will receive a “0” for the second missed exam.

Religious Holy Days Policy:

Students who are absent from class for observance of a religious holy day will be allowed to take an examination or complete an assignment scheduled for that day within one week of returning to class. The student, not later than the 15th calendar day after the first day of the semester, must notify the instructor of each scheduled class day that he/she will be absent for a religious holiday.

Disabled Student Policy:

It is the policy of SHSU 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, Student Life Program, or activity. Handicapped students may request academic assistance when needed from a Committee for Continuing Academic Assistance for Disabled Students by visiting the Director of the Counseling Center in the Lee Drain Building.

Class Conduct:

Smoking, drinking, eating and use of cell phones during class is prohibited.

Academic Misconduct:

All students who enroll at Sam Houston State agree to assume the responsibilities of citizenship in the campus community. Cheating will not be tolerated.

Tentative Class Schedule

<u>Date</u>	<u>Reading & Lecture Assignment</u>
July 8	Intro/ Chapter 1: Consumer Behavior and Marketing Strategy
July 9	Chapter 2: Cross-Cultural Variations in Consumer Behavior
July 10	Chapter 3: The Changing American Society: Values
F July 11	Chapter 4: The Changing American Society: Demographics & Social Stratification
July 14	Chapter 5: The Changing American Society: Subcultures
July 15	Chapter 6: The American Society: Families and Households
July 16	Chapter 7: Group Influences on Consumer Behavior
July 17	Exam 1: CH 1 - 7
F July 18	Chapter 8: Perception
July 21	Chapter 9: Learning, Memory and Product Positioning
July 22	Chapter 10: Motivation, Personality and Emotion
July 23	Chapter 11: Attitudes and Influencing Attitudes
July 24	Chapter 12: Self-concept and Lifestyle
F July 25	CLASSES DO NOT MEET
July 28	Exam 2: CH 8 - 12
July 29	Ch 13: Situational Influences
July 30	Ch 14: Consumer Decision Process & Problem Recognition
July 31	Ch 15: Information Search
F Aug 1	CLASSES DO NOT MEET
Aug 4	Ch 16: Alternative Evaluation and Selection
Aug 5	Ch 17: Outlet Selection and Purchase
Aug 6	Ch 18 Post-Purchase Processes
Aug 7	Final Exam: CH 13 - 18