Marketing 4040: Consumer Behavior

(Previously, this course was numbered MKT 404)

Course Overview

Instructor:

Steven Stanton, PhD
Associate Professor of Marketing
Email: stantonii@oakland.edu
Phone: 248-370-4979
Office: 420 Elliott Hall
Office Hours: By Appointment for Phone, Skype, and in-person meetings on campus

Credit Hours: 4

Course Time & Location: PRIMARILY ONLINE (except for exams)

Prerequisites: MKT 302 with a minimum of 2.0, junior standing and students without major standing in the SBA must have a cumulative GPA of 2.6 or better to take this class. If you do not meet these prerequisites, please drop the course and register in the future once you meet all prerequisites.

Recommended Text: Consumer Behavior – 5th or 6th Edition

By: Hoyer, MacInnes, & Pieters

Publisher: South-Western, CENGAGE Learning

Supplemental Readings: Extra readings will be posted on Moodle.

Course Catalog Description: Study of factors influencing consumer behavior, structuring and managerial use of consumer decision-making models. Examination of social, psychological and economic variables of buying behavior, including learning, motivation, attitudes, personality, small group dynamics, demographic and economic factors and culture.

Course Policies

Academic Conduct Policy: All members of the academic community at Oakland University are expected to practice and uphold standards of academic integrity and honesty. Academic integrity means representing oneself and one's work honestly. Misrepresentation is cheating since it means students are claiming credit for ideas or work not actually theirs and are thereby seeking a grade that is not actually earned. All work submitted for grading must be a student's own work. The use of material from prior students in this course or other consumer behavior courses is strictly prohibited. All violators will be referred to the Academic Conduct Committee. In case of a violation a grade of 0.0 will be assigned for the entire course.

Participation Policy: Regular participation in forums and other online activities is essential. Treating other students with respect and professionalism is mandatory.

Add/Drops: The University add/drop policy will be explicitly followed. It is the student's responsibility to be aware of the University deadline dates for dropping the course.

Special Considerations: Students with disabilities who may require special considerations should make an appointment with campus Disability Support Services. DSS is located in 103A NFH, 248-370-3266. Students should also bring their needs to my attention as soon as possible.

Moodle Forum Conduct: This course serves as a training ground for future business professionals. I will treat you as such, and I expect that you treat others in class with professionalism and respect. While you may disagree, do so in a constructive way. I expect that the same rules of courtesy and appropriateness for classroom participation extend to forums and online group work.

If Problems Arise: Please contact me if you feel as if you are experiencing problems of any sort in this class. I am here to facilitate your educational experience, and I am happy to try to solve any problems that arise.

Class Organization and Technology:

- We are a primarily on-line and asynchronous course. All assignment/quiz/forum due dates are EST. If you are working from a remote location, keep this in mind. A 10 p.m. due date is 10 p.m. EST. We will meet in person for all exams as scheduled by the registrar.
- Our class uses Moodle. Moodle is OU's learning management system. You use Moodle to participate in our class. You can access Moodle at http://moodle.oakland.edu. You log in with your NETID username and password.
- If you need technical help with Moodle, you can call the e_Learning helpdesk at 248-805-1625 or submit a ticket at http://www2.oakland.edu/elis/help.cfm?LMS=2
- Use of smartphones or tablets is not recommended.
- Be sure your web browser is up-to-date.
- For non-Moodle computer problems, you might consider contacting the Student Technology Center (https://wwwp.oakland.edu/stc/) 44 OC, 248-370-4832
- Make sure you have a backup if your computer crashes or the internet goes down (for example you could use an OU open computer lab). I also recommend you save your homework to the cloud (Dropbox) so your class files are not lost.
- Files/software/hardware failure is not a viable excuse for late work.

Expectations:

- I post a weekly update. This update explains the topic for the week. This update is an important part of class. It covers some of the material that would be lecture in a traditional class. The update may contain links and questions that will assist with course material and projects. You will find it in each week's section.
- In addition to the update, each week has lectures, slides, and sometimes readings. Some weeks have forums. These are essential aspects of class.
- I will access the course at least once per 48 hour period and respond to student questions within 48 hours. Often, I will respond much sooner than that.
- In order to keep up to date, you should access this class several times per week. If you only access material once per week you are likely to miss deadlines and your class participation will suffer.
- Late assignments will be penalized. You cannot receive partial credit for late forums.
- Grades will be posted within 4 days of submission for all assignments.

Grading & Projects:

Component	Points
Participation	30 pts.

Participation includes, but is not limited to, introducing yourself by the due date, accessing/reading the posted Moodle material in a timely fashion (it's there for a reason), commenting on additional postings in forums beyond the one required, and posting early in the week so others can comment on your ideas. If you always post at the end of the week, no one gets to comment on your posting and your post will not show me original thought.

Forums – 5 total	100 pts.

Because this is an on-line course, participation is essential for the course to meet its learning objectives. Our primary way of doing this is through discussion forums. All forums will be open for one week. They generally open on Monday and close on the following Sunday (although there may be some exceptions, so pay attention to the dates). You must participate in all forums. All forum due dates are in Moodle. I do not list them on this syllabus. This means checking Moodle on a regular basis. You will not be successful if you only visit our class page infrequently. You must follow directions to earn the maximum points. If comments are required, you might try to comment on different people's postings rather than responding to the same person all the time. I suggest you read all the forums as soon as possible so you can be thinking about the material when reading/viewing assignments.

Group Research Paper & Presentation	70 pts.

In this project, you and your group will conduct a mini-marketing research project and provide a presentation of your analysis and strategic plan to solve the issues facing the company. Specific instructions will be included with the assignment.

Midterm & Final Exams	100 pts. each

Each exam will be given in-person, on campus. Check to make sure that you will not have schedule conflicts. Exams will cover all course material including the lectures, the slides, the readings, the forums, and any other content on Moodle.

Total Course Points	**500 pts.**

GRADING SCALE

Percentage	Grade	Percentage	Grade
96.0% +	4.0	65.5-66.4%	2.4
94.0-95.9%	3.9	64.5-65.4%	2.3
92.0-93.9%	3.8	63.5-64.4%	2.2
90.0-91.9%	3.7	62.5-63.4%	2.1
88.0-89.9%	3.6	61.5-62.4%	2.0
86.0-87.9%	3.5	60.5-61.4%	1.9
84.0-85.9%	3.4	59.5-60.4%	1.8
82.0-83.9%	3.3	58.5-59.4%	1.7
80.0-81.9%	3.2	57.5-58.4%	1.6
78.0-79.9%	3.1	56.5-57.4%	1.5
76.0-77.9%	3.0	55.5-56.4%	1.4
74.0-75.9%	2.9	54.5-55.4%	1.3
72.0-73.9%	2.8	53.5-54.4%	1.2
70.0-71.9%	2.7	52.5-53.4%	1.1
68.0-69.9%	2.6	50.0-52.4%	1.0
66.5-67.9 %	2.5	0.00-49.9%	0.0

Tentative Schedule

Date	Topic	Chapter
Week 1	Introduction to Consumer Behavior	1
Week 2	Exposure, Attention, & Perception	2
Week 3	Learning	3
Week 4	Memory	4

2/2 Friday   ***Midterm Exam 1,*** *In-person South Foundation Hall* 10am-Noon

Week 6	Attitudes	5,6

-Post Group Presentation Project

Week 7	Motivation	2
Week 8	Decision Making	8,9
Week 9	Post-Purchase Processes	10

3/16 Friday   ***Midterm Exam 2,*** *In-person South Foundation Hall* 10am-Noon

3/23 Friday   *Group Presentations Due (uploaded to Moodle)*

Week 11	Demographics & Psychographics	12, 13, 14
Week 12	Social Influence & Culture	11
Week 13	Product Innovation	
Week 14	Neuromarketing	

4/20   ***Final Exam, In-person*** ***3:30-6:30pm***