



2200 North Squirrel Road
Rochester, Michigan 48309-4401

Marketing 4040: Consumer Behavior

Winter 2018

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 in-person meetings on campus and directly before or after class
Credit Hours:	4
Course Time & Location:	F 1:20-4:40pm 214 Elliott Hall
Prerequisites:	MKT 3020 (previously 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 – 5 th or 6 th 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.

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, 248-3266. Students should also bring their needs to my attention as soon as possible.

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.

Electronics Policy: Laptops, smartphones, phones, pagers, etc. will not be permitted during class in order to maximize active class discussion. The instructor reserves the right to reduce a student's grade for such actions after a warning is given.

Attendance Policy: Regular attendance in class is essential and part of your grade will be derived from attendance and participation. Moreover, class discussions are a fundamental component of success in the class. If you will be missing any classes, please notify me in advance. As a function of the 3 hour class period, we will take short breaks in the middle – a prompt return from the breaks is essential.

Class Organization and Technology:

- 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>
- 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

Grading & Projects:

Component

Points

Participation & In-Class Case Analysis 60 pts. - 15%

Consistent participation in class discussion is essential. During class, we will work through and analyze cases from the textbook and of my creation. Sometimes we will do this in groups. As such, the class will engage to come up with solutions for the cases, and I will act as moderator of the debate and discussion.

Group Research Paper & Presentation 70 pts. – 17.5%

In this paper, you will analyze a marketing research case and provide a written report of your strategic plan to solve the issues facing the company. Specific instructions will be included with the assignment.

Exams 90 pts. – 22.5% each

Each exam will be given in class, and will cover material that is in the textbook, in the supplemental readings, and in the lectures.

Total Course Points

400 pts.

GRADING SCALE

<u>Percentage</u>	<u>Grade</u>	<u>Percentage</u>	<u>Grade</u>
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
1/5	Introduction to Consumer Behavior
1/12	Exposure, Attention, & Perception
1/19	Learning
1/26	Memory
2/2	EXAM 1
2/9	Attitudes
	-Distribute Group Presentation Project
2/16	Motivation
2/23	SPRING BREAK – NO CLASS
3/2	NO CLASS
3/9	Decision Making
3/16	Post-Purchase Processes
3/23	EXAM 2
3/30	Group Research Presentations
4/6	Demographics & Psychographics, & Neuromarketing
4/13	Social Influence, Culture, Product Innovation
4/20	Final Exam 12-3pm