



2200 North Squirrel Road
Rochester, Michigan 48309-4401

Marketing 6040: 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 and directly before or after class
- Credit Hours:** 3
- Course Time & Location:** Monday, 6:30-9:20pm
Pawley Hall 309
- Prerequisites:** Student must meet the prerequisite (MKT 560) or have completed another course in marketing. 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 (6th Edition)
By: Hoyer, MacInnes & Pieters
Publisher: South-Western, CENGAGE Learning
- Supplemental Readings:** Extra readings will be posted weekly on Moodle in advance of class.
- Course Catalog Description:** Study of basic factors in influencing consumer behavior, with emphasis on structuring and managerial use of consumer decision-making models. Social-psychological and economic variables, including learning, motivation, attitude, personality, small groups, demographic and cultural factors are examined.

- 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.
- 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.
- 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.
- Classroom Conduct:** I expect that you treat others in class with professionalism and respect. Please arrive on time, do not talk to others during lecture about unrelated material during class, do not leave your cell phones on, etc.
- 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.

Grading & Projects:

Component

Percentage of Final Grade

Participation

40 pts – 10%

Participation in class discussion is essential. During class, we will work through and analyze articles and cases. As such, the class will engage in debate and discussion, and I will act as moderator.

Article Analysis and Presentation

80 pts – 20%

Each week, we will have a group discussion of an academic research article(s) that I will post on Moodle. One group will walk us through the article(s) step-by-step and guide the discussion of the merits and flaws of the research. Powerpoint (or other slide presentation) is highly recommended for this aspect of the course.

Group Breakout Commercialization Sessions

80 pts – 20%

In the last part of class, we will break into groups. In those groups, you will develop ways to implement and commercialize the concepts and theories discussed in the lecture and article analysis portions of the class. At the end, randomly chosen groups will present their ideas to the class.

Final Exam

200 pts – 50%

The final exam will be a take-home, open-note exam composed of short answer essay questions. The final will be posted to Moodle at least 1 week in advance on the due date, April 24th, 2016.

Total Course Points

400 pts.

Final grades will be determined by total points earned: 95%+ = 4.0, 94% = 3.9, 93% = 3.8, 92% = 3.7 and so on to 65% = 1.0.

Less than 65% earned will result in a grade of 0.0. If you are struggling with the course, do not wait until the last week of class to seek help. If you are unsure about your progress, please schedule an appointment with your instructor. Evidence of cheating or plagiarism will result in a grade of 0.0 and referral for academic discipline.

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

Tentative Schedule

<u>Date</u>	<u>Topic</u>
1/8	Introduction to Consumer Behavior
1/15	MLK Day – NO CLASS
1/22	Exposure & Attention
1/29	Learning
2/5	Memory
2/12	Motivation
2/19	SPRING BREAK – NO CLASS
2/26	Attitudes
3/5	Experimental Methods & Market Tests
3/12	Decision Making & Context Effects
3/19	Post-purchase satisfaction
3/26	Culture
4/2	Demographics & Psychographics
4/9	Social influence
4/16	Neuromarketing
4/23	<i>Final Exam Due</i>