

Florida Gulf Coast University
Lutgert College of Business
Marketing Department
MAR3503 CRN 11216 Consumer Behavior
Spring 2020

Course name: Consumer Behavior
Class schedule: Wednesday, 4:30 PM – 7:15 PM
Course mode: On campus, face-to-face meetings
Classroom: Lutgert Hall, Room 2208
CRN: 11216
Credit hours: 3

Instructor: Taehoon Park, Ph.D., Assistant Professor of Marketing
Office: Lutgert Hall 3344
Phone: (239) 590 7363
Office hours: Tuesday 2:00 PM – 3:30 PM, LH 3344
Wednesday 2:00 PM – 3:30 PM, LH 3344
Thursday 2:00 PM – 4:00 PM, LH 3344
By appointment

Email: Canvas (only send me messages through Canvas)

Catalog course description:

Study of the decision processes of individuals and groups toward consumer products and the implications of these processes for marketers. Emphasis on both individual, group, and external determinants of consumer attitude and behavior. *Prerequisite: MAR 3023.*

Objectives:

Upon completion of the course, you will understand and appreciate the individual and organizational consumer buying processes. You will understand the basic key theoretical perspectives embedded in psychological, sociological, and economic principles. In summary, by the end of the course, you will be able to:

- Explain the key models of consumer behavior and the tenets of market segmentation.
- Demonstrate an understanding of the stages and implications of the consumer decision process.
- Relate internal dynamics such as self-concept, personality, perception, learning, attitude, and motivation to consumer behavior.
- Relate external influences such as culture, society, family, and reference groups to consumer behavior.

Course materials

Required text: *Consumer Behavior, 14th Edition* by Mothersbaugh, David, Hawkins, Del, & Kleiser, Susan
Required: ISBN 9781264163236 (Connect access code and eBook)
Optional: ISBN 9781264163298 (Connect access code, eBook and loose-leaf book)

All students are required to purchase the Connect access code; both options above have the access code. The Connect access code is necessary to complete most assignments in this course. If you want a physical copy

of the book, you should purchase the second package listed above. With this optional package, you can organize the loose-leaf book pages in a binder.

Canvas:

Course materials will be available within Canvas. You can access Canvas using the Internet at the website <https://fgcu.instructure.com/login/ldap>. The site is password protected. You can learn more about Canvas by reviewing the online material. Should you encounter any problems at any time on Canvas, it is your responsibility to contact the Help Desk at 239.590.7100 or itsprt@fgcu.edu.

Outside readings and/or journal papers:

Outside readings and journal papers may be provided for class sessions as determined by the instructor. You may be required to find published readings through FGCU libraries.

Grading:

Your grade will be based on exams and assignments.

Exams:

Exams will cover assigned readings, lectures, and other material covered in class (including guest lectures, articles, videos, and discussions). You are responsible for the material even if it is **not** mentioned or emphasized during class sessions. **Exams are closed book and closed notes.** The exams will require you to apply the concepts you have learned. Success on exams requires that you move beyond memorization to a deeper understanding and application of the material.

Doing well on Connect assignments does not equal high exam grades. You will need to study and review prior to all exams to be successful in this course.

Make-up exams will be administered only under extreme circumstances (meaning authorized and excused absences); documentation will be required. See <https://www2.fgcu.edu/Catalog/regdetail.asp?FMID=Records+%26amp%3B+Registration&page=9> for more information on the appropriate documentation for authorized and excused absence. Make-up exams may contain different questions and may contain only essay and short-answer questions. Make-up exams include any exams administered outside of the dates on our course schedule. Make-up exams will not be offered due to travel reasons. Make-up exams will only be administered at the end of the semester during the week of final exams.

If something (extraordinary and deemed by me as an acceptable excuse) prevents you from taking an exam, you should notify me **BEFORE** the exam starts and we can make alternative arrangements. If I am not contacted in advance, I will reserve the right to grant a failing grade of F for the exam.

If class is cancelled on a scheduled exam day, the exam will be administered the next scheduled class day. If you are late to an exam, you may not be able to take the exam. You may be assigned or reassigned seats for exams. You may be asked to remove food, drinks, and other unnecessary items from the testing area. In addition, you may be asked to remove any hats, technologically-advanced devices (such as smart watches), etc. during exams.

On exam days, you are responsible for bringing:

- 1) your FGCU ID,
- 2) a Pearson NCS Test Sheet 100/100 Form No. 95679, and
- 3) a #2 pencil.

Exam questions and original scantrons are the property of the instructor/university and are not returned to students. Students are required to complete exams during the designated time allotted. Exams are closed book and closed notes in class. Students may not talk with anyone (except the instructor) during the exams.

If you plan to use Adaptive Services in this course, I highly recommend you provide me with the exam forms before the end of the second week of classes. You may provide the forms to me during office hours. You must also schedule rooms with Adaptive Services immediately for all exams. If you do not follow these instructions, accommodations may not be available for your exams.

Final project:

You need to work with other classmates for this final project. I expect to have three members in each team. At the end of the semester, each team is supposed to submit final report and present its project during class.

1) Final report:

Your team is to submit a five-page report (except for reference and appendix). Your team is to come up with a new business with appropriate marketing strategy. I expect the report includes marketing strategy concepts covered during the class (i.e., EOSTP4P). In the report, it is required to connect consumer behavior theories and principles covered in the class. Missing concept will deduct the grade of your report. Details will be updated.

2) Final presentation:

During the last two weeks of the semester, your team will present your final report in front of the class for 15 minutes. Everyone in the class will evaluate the presentation. Details will be updated.

3) Evaluation of other teams:

You are to evaluate presentations of other teams.

Assignments:

Some assignments may be handed out and completed during class; **no make-up assignments** will be provided if you miss class or arrive late. Other assignments will be submitted on Canvas; it is your responsibility as a student to check Canvas for details regarding assignments throughout the semester. Some assignments will be homework that is submitted on a class meeting day. It is recommended that you check Canvas daily for information regarding this course and assignments. Most assignments are online, and all students are **required to purchase the Connect access code to complete the assignments** in this course.

Two assignments will be dropped from your final grade calculation. Use these two dropped assignment grades wisely. Potential reasons for dropped assignment grades include, but are not limited to:

- 1) you were not feeling well
- 2) you registered for the course late and neglected to complete the assignments
- 3) you had to work
- 4) you forgot
- 5) you experienced technology issues
- 6) you experienced personal issues

In addition to the above course requirements, the Federal government and FGCU require verification of your enrollment through Canvas. You will need to complete the **Verification of Attendance quiz on Canvas by the due date**. You should read the syllabus before completing this. This is 1 point towards your total grade.

Late work:

Assignments turned in late will earn a failing grade of zero. You should be submitting assignments on time.

Interesting Marketing Case Report:

Over the semester, you are to submit one-page (12 fonts single space) marketing case report. In this report, you are supposed to find a real-world marketing strategy and interpret the case in the lens of consumer behavior. The report should contain four aspects of PEAS (Problem – Evidence – Analysis – Suggestion). Also, you are to present your report during the class. For this presentation, you need to prepare two-page power point slides. The first page needs to have brief explanation about the marketing strategy that you chose to present. On the second page, you need to present pros and cons of the strategy, and how the strategy is related to consumer psychology.

Participation:

Participation score consists of three parts.

1) Attendance:

1% out of 10% will be deducted from 4th time absence.

2) In-class Activity:

There will be in-class activities during class.

Course grade:

The grade distribution* will be as follows:

Description	Percentage
Exams (3 total)	60%
Final project	15%
Assignments	15%
Marketing case report	5%
Participation	5%
Total	100%

*The final points for this course may vary depending on class progress and university closures. The total points will be adjusted accordingly for final course grade calculations.

Final course grades will be assigned according to the following:

A	93-100
A-	90-92.99
B+	87-89.99
B	83-86.99
B-	80-82.99
C+	77-79.99
C	73-76.99
C-	70-72.99
D+	67-69.99
D	63-66.99

D-	60-62.99
F	0-59.99

It is expected that grades will be assigned on a straight scale. However, curving may be undertaken if necessary.

Technology issues:

If you experience any **Canvas issues**, you need to contact the **Help Desk** at 239-590-1188, itsprt@fgcu.edu, or <http://www.fgcu.edu/technology.asp>. If the Help Desk is not available, you need to submit a ticket (click on "help" underneath the login information on the Canvas login site) and let them know about your technology issue. If you experience any **Connect issues**, you need to contact **McGraw Hill's tech support team** at (800) 331- 5094 or www.mhhe.com/support. I highly recommend that you work ahead of time and submit assignments in a timely manner. Technology issues and procrastination are not a good combination.

Note: If you contact me with a technology-related question, you will be asked to provide a ticket (Canvas help desk) or case number (McGraw-Hill help desk) before your concern is escalated.

Grade appeals:

Any exam or assignment submitted for the regrading of one part (or one question) is subject to a complete regrade. As a result, the grade may increase, stay the same, or decrease. For all grades distributed in class and posted on Canvas, you will have up to 2 weeks to meet with me regarding your grade. More than 2 weeks after the grade posting on Canvas, you will not be able to meet with me and appeal the grade for that particular exam or assignment.

Attendance:

Regular and punctual attendance is both expected and mandatory for this class. **If you miss class, you are responsible for obtaining all notes and announcements that occurred when you were absent from class.** I will **not** provide handouts, detailed notes, or detailed slides for any reason (even if you have authorized or excused absences). Attendance will be recorded for university records. If you are late, you may not be allowed to sign the attendance sheet. Signing the attendance sheet for another student is dishonest and may result in negative consequences. For information about absences, see <https://www2.fgcu.edu/Catalog/regdetail.asp?FMID=Records+%26amp%3B+Registration&page=9>.

Student communications and conduct:

You are expected to act in a professional manner reflecting the norms of conduct of the corporate workplace. You are expected to conduct yourself professionally in all interactions regarding this course. **Electronic communications need to start with a greeting, and include complete sentences with correct grammar, spelling, and punctuation.** Use the **conversation function in Canvas** to contact me. Avoid emailing me from your personal email accounts; Family Educational Rights and Privacy Act (FERPA) prohibits me from emailing information about grades to accounts other than your FGCU email account.

Discussions (including online discussions) require professional courtesy and language. You must demonstrate respect for others in the course – rude behavior and interruptions will not be tolerated. As a minimum, you need to be familiar with and adhere to all principles as described by the Student Code of Conduct (http://www.fgcu.edu/generalcounsel/files/regulations/FGCU_PR4_002_Student%20Code%20of%20Conduct_06_17_14.pdf). You are responsible for knowing and adhering to the provided guidelines.

Academic behavior standards and academic dishonesty:

Students at Florida Gulf Coast University have the responsibility to practice academic integrity. Students who engage in activities such as cheating, plagiarism and knowingly furnishing false research data will subject themselves to violations of the Student Code of Conduct and could result in dismissal from the Marketing Program. Students are also expected to comply with all requirements and expectations for behavior as laid out in the course syllabus. Faculty reserve the right to use anti-plagiarism software to analyze papers and other written works. For more information on university behavioral and academic standards, the Conduct Process, and the Academic Integrity Process, see the [FGCU Student Code of Conduct](#).

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under **the Student Code of Conduct and Policies and Procedures** sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>.

All exams and assignments are to be your individual work. The work you submit should be from you, not from other sources, which include the Internet, former students, and other current students. Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Academic dishonesty includes cheating and plagiarism. For more details, please go to <http://studentservices.fgcu.edu/StudentConduct/> and http://www.fgcu.edu/generalcounsel/files/regulations/FGCU_PR4_002_Student%20Code%20of%20Conduct_06_17_14.pdf. The policies outlined on this website and PDF file will be followed. This is from section E Prohibited Conduct, pages 5-6 of FGCU's Student Code of Conduct and Student Conduct Review Process:

1. Academic Dishonesty

- a) Cheating, includes, but is not limited to:
 - 1) Intentionally using or attempting to use any unauthorized assistance (including, but not limited to materials, communication of information during an academic exercise, notes, study aids or devices) in an academic exercise, including, but not limited to, quizzes, tests, or examinations;
 - 2) Use of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;
 - 3) The acquisition, without permission, of tests or other academic material belonging to a member of the University faculty or staff;
 - 4) Engaging in any behavior specifically prohibited by a faculty member in the course syllabus or class discussion;
 - 5) Submitting work that has been purchased or borrows generously from work submitted in a previous or concurrent class, except where expressly permitted by the instructor; or
 - 6) Communication to another through written, visual, electronic, or oral means.
- b) Selling notes, handouts, or other materials without authorization or using them for any commercial purpose without the express written permission of the University and the instructor.
- c) Falsifying or misrepresenting your academic work.
- d) Plagiarism: using work appropriated without any indication of the source.
- e) Knowingly helping another student violate academic behavior standards.

The term "cheating" includes, but is **not** limited to, (1) use of any unauthorized assistance in completing quizzes, exams, or assignments; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of

the university. The term “plagiarism” includes, but is **not** limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

Copying or using material from papers previously submitted by others (at FGCU or other learning institutions) or downloaded from the Internet is plagiarism. If you quote material, you must cite your sources. Large scale “copying and pasting” from other sources, even if properly noted, does **not** meet the criterion of submitting your own work and will possibly result in a failing grade for the course. You are expected to demonstrate honesty in your academic pursuits.

It is your responsibility to **avoid sharing your work** with others. You are equally responsible for academic dishonesty if you choose to share any of your work with others. If you do share your work with others, this will be treated as academic dishonesty and you may earn a failing grade for the assignment, exam, or entire course.

Not being honest about your online activities is academic dishonesty and will be treated as such.

If you engage in academic dishonesty, you may earn a **failing grade for the assignment/exam and possibly the entire course.**

You should only submit materials that are your own creation and include any attribution for any ideas that are not your own. All sources used in the preparation of an assignment and all direct quotes must be clearly identified. No materials are to be submitted in more than one course without the prior written permission of each instructor.

Electronic devices:

All electronic devices are to be silenced during class.

Audio/video recordings of any part of the lectures or class activities is **NOT** permitted. Any student found to violate this policy will be administratively dropped from the course. The sole exception to this is a student who qualifies through the Office of Adaptive Services and this student must apply for permission through that office prior to any recording.

No photographs may be taken of lectures or presentation materials.

You are allowed to use tablets, netbooks, and laptops during class meetings. You should be using these electronic devices for coursework. This is a privilege; I reserve the right to change this policy as necessary. I will call you out for using mobile devices if it is not for academic purposes. Non-academic purposes include texting and surfing the Internet.

Canvas learning management system and demonstration site:

Information on Canvas is available online at <http://canvas.fgcu.edu/> and <https://fgcu.instructure.com/courses/7692>

Library resources:

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts: <http://library.fgcu.edu/RSD/Instruction/tutorials.htm>

Research Guides: <http://fgcu.libguides.com/>

Faculty Support: <https://library.fgcu.edu/fac/facultySupport.html>

Information on General Education program requirements:

Available at <https://www.fgcu.edu/academics/undergraduatestudies/generaleducation/>

University nondiscrimination statement:

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

Disability accommodations services:

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

Counseling and Psychological Services:

Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the second floor Howard Hall office any week day between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at www.fgcu.edu/caps for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).

Student observance of religious holidays:

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

Office hours:

My office hours are listed on the first page of this syllabus. Due to exam schedule conflicts, I do not have office Hours during finals week.

Disclaimer:

The syllabus may be modified at the instructor's discretion. The information contained in this course syllabus are subject to change in the event of extenuating circumstances or class progress. Any changes that take place will be announced.

To be successful in this course:

1. Read the course textbook and other assigned materials.
2. Attend all class meetings and come to class prepared. If you must miss a class meeting, it is your responsibility to contact classmates and get information.
3. Take notes.
4. Note all exam and class meeting dates in your planner. Check your planner daily. If you use a monthly and weekly planner, it is a good idea to mark all important dates on both the month and week pages.
5. Review and use study methods you may have encountered in other classes or preparatory college courses.
6. If you are not familiar with Canvas, it is your responsibility to practice using it and learn how to use the various functions and tools of Canvas.
7. If you are not familiar with Connect, it is your responsibility to practice using it and learn how to use the various functions and tools of Connect.
8. Check Canvas daily for updates.
9. Sign up for notifications from Canvas. When you sign up for this, you will receive notifications regarding updates for this course.

Tentative schedule:

We will attempt to stay as close to the following schedule as possible. However, it **may be adjusted** to accommodate class progress, or university closures due to emergencies, if the opportunity should arise.

<u>Date^a</u>	<u>Chapters</u>	<u>Assignments Due^a</u>
Jan.8	- Syllabus - Ch1: Consumer Behavior & Marketing Strategy	- No assignment
Jan.15	- Ch2: Cross-Cultural Variations in Consumer Behavior - Ch3: The Changing American Society: Values	- Ch2 Connect Assignment ^b - Ch3 Connect Assignment ^b - Verification of attendance quiz ^b - Group teams for the final project
Jan.22	- Ch5: The Changing American Society: Subcultures - Ch7: Group Influences on Consumer Behavior	- Ch5 Connect Assignment ^b - Ch7 Connect Assignment ^b
Jan.29	Exam 1	Study Ch1, 2, 3, 4, & 5
Feb.5	- Ch8: Perception - Ch9: Learning, Memory, & Product Positioning	- Ch8 Connect Assignment ^b - Ch9 Connect Assignment ^b
Feb.12	- Ch10: Motivation, Personality, & Emotion - Ch11: Attitudes & Influencing Attitudes	- Ch10 Connect Assignment ^b - Ch11 Connect Assignment ^b
Feb.19	- Ch12: Self-Concept & Lifestyle - Ch13: Situational Influences	- Ch12 Connect Assignment ^b - Ch13 Connect Assignment ^b
Feb.26	Exam 2	Study Ch8, 9, 10, 11, 12, & 13
Spring break week 3/2-3/8		

Mar.11	Ch14: Consumer Decision Process & Problem Recognition Ch15: Information Search	- Ch14 Connect Assignment ^b - Ch15 Connect Assignment ^b
Mar.18	Ch16: Alternative Evaluation & Selection	- Ch16 Connect Assignment ^b
Mar.25	Ch17: Outlet Selection & Purchase	- Ch17 Connect Assignment ^b
Apr.1	Chapter 18: Postpurchase Processes, Customer Satisfaction, & Customer Commitment	- Ch18 Connect Assignment ^b
Apr.8	Exam 3	Study Ch14, 15, 16, 17, & 18
Apr.15	Final Presentation – Part 1	- Final report at the beginning of the class
Apr.22	Final Presentation – Part 2	- No Assignment

Notes:

^aAll assignments and exams are to be completed on the due dates listed by 3 pm (unless noted otherwise).

^bThese assignments are on Canvas. All other assignments require access to Connect, the e-learning environment, accessible at:

https://connect.mheducation.com/connect/login/index.htm?&BRANDING_VARIANT_KEY=en_us_default_default&node=connect_app_27_200