



COURSE SYLLABUS – FALL 2009

MKT 351 - 003 - Dr. Clark

CONSUMER MARKET BEHAVIOR

Professor: Dr. Ronald A. Clark (Ph.D. – Florida State University)
Term: Fall 2009
Meeting Times: Mon/Wed/Fri (3:00PM – 3:50PM)
Meeting Location: Glass Hall 0108
Office: 247 Glass Hall
Office Hours: M/W/F 1PM-2PM and M/W 4PM-5PM (**e-mail to confirm**) or by appointment.
Office Phone: (417) 836-3034
E-mail address: ronclark@missouristate.edu (**The best way to contact me is by e-mail.**)

Course Materials (Required):

- Consumer Behavior, 10th Edition – by Blackwell, Miniard & Engle (Publisher: Thomson South-Western)
ISBN-10: 0324271972; **ISBN-13:** 9780324271973

Course Catalog Description:

- Influence of cultural, social, and psychological factors on consumer and customer behavior evidenced through behavioral science research. *Prerequisite: MKT 350; and undergraduate business majors must be admitted to COBA.*

Course Topics:

- Major course topics will include: the consumer decision making process, internal influences on consumer behavior and external influences on consumer behavior. Subtopics will include but not be limited to: need recognition, information search, alternative evaluation, purchase, post-purchase processes, demographics, psychographics, personality, self-concept, motivation, knowledge, beliefs, attitudes, attitude change, emotions, culture, subculture, ethnicity, values, family, household, life cycle, interpersonal influence, social influence, memory theory, attention and perception.

Course Objectives:

- *Upon completion of the course, the student should be able to:* 1) define and describe the study of consumer behavior; 2) identify the consumer decision making process; 3) recognize the underlying effects consumer personality, self-concept, lifestyle, values and emotions have on individual consumer tendencies; 4) comprehend the major theories of consumer learning, motivation, attention, perception, memory, and attitude; and 5) understand the impact that consumer demographics and culture have on consumer behaviors. Additionally, the course assignments are designed to continue to improve students' verbal, written, and critical thinking skills in preparing them for positions in the global business environment.

E-mailing the Instructor

- **ALL** e-mails to the instructor should include a full name, class and section **in the subject line**. Students who do not identify themselves in this manner should not expect a response from the instructor.

Class Format:

- Class will consist of a combination of lectures, videos and participative discussions/exercises. The required text will provide the general framework for material to be covered in class. However, additional material will be presented in class that the student will be required to master. **To be successful in this class**, students must attend classes, read assigned sections, and participate in class discussions. The tests will emphasize (but not be restricted to) material covered in class.

Attendance Policy:

As is the case in most businesses, your attendance and promptness are *expected*. My experience indicates that class attendance will have an indirect affect your grade in this course. Students are expected to attend *all* scheduled classes, arrive on time and stay for the duration of class. Continual tardiness and/or leaving early is extremely disruptive and may result in sanctions from the instructor which will impact your grade and/or standing in the course. Further, I reserve the right to randomly award bonus points or extra credit to students who attend on any given date. Failure to attend class on date in which attendance points are awarded (even when the absence is excused) will necessarily exclude the students from receiving the allotted bonus points.

While attendance is expected, there are circumstances in which NOT attending class is a more prudent decision for the campus community. If you suspect or have been diagnosed with a communicable disease (e.g., strep throat, influenza, etc.), please do **not** come to class and unnecessarily expose others. Moreover, you risk lengthening you own recovery. This is particularly important to the campus community in light of the recent H1N1 virus outbreak. As a rule of thumb, do not attend class when you are running a fever (temperature exceeding 99.6° F); and, do not return to class until you have been without a fever for 24 hours. This is the instructor's policy but does not necessary reflect the policy of the University or other instructors.

Missed Classes:

If you miss a class, it is your responsibility to obtain information on what transpired in the class from a classmate including material covered and changes to the syllabus (if any). Do not ask me "What did I miss?" (*I can't sum up a class period in two minutes or a short paragraph*). Likewise, do not expect an answer to, "Did I miss anything important?" (*What is the proper response to this question?*). Individuals and companies are prohibited from selling or being paid for taking notes in any form during this course.

Dropping the Course

It is your responsibility to understand the University's procedure for dropping a class. If you stop attending this class but do not follow proper procedure for dropping the class, you will receive a failing grade and will be financially obligated to pay for the class. For information about dropping a class or withdrawing from the University, contact the Office of the Registrar at 417-836-5520. Visit the MSU Academic Calendars website at www.missouristate.edu/registrar/acad_cal.html for relevant deadlines.

Exam Policies

Students may be asked for identification when taking examinations; therefore, students should bring their MSU identification card (Zip Card) to exams to be used as identification. Failure to bring an ID will result in a grade of zero on the exam. During the exam, electronic devices of any kind are NOT permitted (including Bluetooth devices worn on the ear).

Make-up exams are **strongly** discouraged. However, they may be administered at the instructor's discretion in the case of a documented excused absence. Absences may be approved as "**excused**" at the instructor's discretion when absence from class resulted from: (1) participation in University-sanctioned activities and programs; (2) personal illness; or (3) family and/or other compelling circumstances. It is the student's responsibility to obtain the appropriate documentation under such circumstances. The make-up exam is for students who missed exams only. You may **not** take the make-up in order to replace a previous grade. Failure to schedule a make-up exam **within five days of the original exam** will result in a grade of 0 (zero) on the missed examination. **YOU ARE RESPONSIBLE** for arranging with me for make-up exams. I will **not** contact you. Note: **Make-up exams are in essay format only. Make-up exams for the Final Exam will be in oral essay format.**

Course Evaluation

Student Performance will be evaluated as follows:

25 %	• Exam 1
25 %	• Exam 2
25 %	• Exam 3
25 %	• Team Project - Debates

Examinations will be based on material covered in class as well as reading assignments. It is important for you to understand that there is more material in your textbook than it is possible to cover and develop in detail in class. Moreover, a significant portion of material covered in class that you will be responsible for, will not be covered in the textbook. Our class discussions will touch on and further extend only **some** of the most important topics. Be forewarned that tests will cover material **not discussed in class**. Pay special attention to important terms and concepts in each chapter. Exams generally consist of true/false, multiple-choice and (sometimes) short essay.

We will not use valuable class time to revisit exams. However, all exams remain in my office after being graded until the last day of the semester and can be reviewed in my office (by appointment).

Grading Scale:

**Your grade will be determined using the following grade scale:*

A	90 – 100.0 %
B	80 – 89.99 %
C	70 – 79.99 %
D	60 – 69.99 %
F	Less than 60%

Note: I recognize that there is a subjective element to a portion of your grade in the class. I will draw on my professional experience in marketing and my experience as an instructor to carefully evaluate your performance in my class. **However**, grades are not negotiable commodities. The only grounds for me to change your grade will be a mathematical error on my part. In fairness to all students, no individual student will be allowed to extra credit to compensate for poor performance in the class. Moreover, there will be **no** individual curves on exams administered in this course.

If you are having any difficulties (personal or academic), that are interfering with your course performance, contact me immediately (i.e., when the problem first starts affecting your work **not** at the end of the course as an excuse for poor performance). If you need any assistance with regard to this course, please, do not hesitate to contact me.

Statement of Nondiscrimination

Missouri State University is an equal opportunity/affirmative action institution, and maintains a grievance procedure available to any person who believes he or she has been discriminated against. At all times, it is your right to address inquiries or concerns about possible discrimination to the [Office for Equity and Diversity](#), Park Central Office Building, 117 Park Central Square, Suite 111, (417) 836-4252. Other types of concerns (i.e., concerns of an academic nature) should be discussed directly with your instructor and can also be brought to the attention of your instructor's Department Head. Please visit the OED website at www.missouristate.edu/equity/.

Classroom Courtesy

Attentiveness in class pays off on exams. It is your choice, however, if you choose not to be attentive; but, the reading of unrelated materials (e.g. newspapers) or other distracting behavior during class will not be permitted. Likewise, do not talk in class while others have the floor (including me). Failure to provide these basic courtesies will result in you being asked to leave and an absence placed on your attendance record.

Academic Integrity

Missouri State University (hereafter "MSU") is a community of scholars committed to developing educated persons who accept the responsibility to practice personal and academic integrity. You are responsible for knowing and following the university's student honor code, *Student Academic Integrity Policies and Procedures*, available at www.missouristate.edu/assets/provost/AcademicIntegrityPolicyRev-1-08.pdf and also available at the Reserves Desk in Meyer Library. Any student participating in any form of academic dishonesty will be subject to sanctions as described in this policy. The MSU Academic Integrity Policy will be strictly enforced by the instructor.

In addition, it is my policy that any papers that you turn in for my class have not been submitted for any other course and cannot contain any portion of any other paper that you have turned in for another class. I frequently use plagiarism detection software on written assignments to check for internet sources and to cross reference passages with assignments turned in to previous classes at universities nationwide. Moreover, the instructor will use the full range of sanctions at his disposal to enforce any violations of the MSU Academic Integrity policy.

Disability Accommodation

Missouri State University and the Instructor of this course seek to comply fully with the Americans with Disabilities Act (ADA). To request academic accommodations for a disability, contact the Director of [Disability Services](http://www.missouristate.edu/disability), Plaster Student Union, Suite 405, (417) 836-4192 or (417) 836-6792 (TTY), www.missouristate.edu/disability. Students are required to provide documentation of disability to Disability Services prior to receiving accommodations. Disability Services refers some types of accommodation requests to the [Learning Diagnostic Clinic](http://www.missouristate.edu/ldc), which also provides diagnostic testing for learning and psychological disabilities. For information about testing, contact the Director of the [Learning Diagnostic Clinic](http://www.missouristate.edu/ldc), (417) 836-4787, <http://psychology.missouristate.edu/ldc>.

Emergency Response

Students who require assistance during an emergency evacuation must discuss their needs with their professors and Disability Services. If you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible. For additional information students should contact the [Office of Disability Services](http://www.missouristate.edu/disability), 836-4192 (PSU 405), or Larry Combs, Interim Assistant Director of [Public Safety and Transportation](http://www.missouristate.edu/safetran) at 836-6576. For further information on Missouri State University's Emergency Response Plan, please refer to the following web site: <http://www.missouristate.edu/safetran/erp.htm>

Cell Phone & Electronic Devices Policy

As a member of the learning community, each student has a responsibility to other students who are members of the community. When cell phones or pagers ring and students respond in class or leave class to respond, it disrupts the class. Therefore, the [Office of the Provost](http://www.missouristate.edu/provost) prohibits the use by students of cell phones, pagers, PDAs, or similar communication devices during scheduled classes. All such devices must be turned off or put in a silent (vibrate) mode and ordinarily should not be taken out during class. Given the fact that these same communication devices are an integral part of the University's emergency notification system, an exception to this policy would occur when numerous devices activate simultaneously. When this occurs, students may consult their devices to determine if a university emergency exists. If that is not the case, the devices should be immediately returned to silent mode and put away.

The instructor of this course does not permit electronic devices to be on the desktop, in the student's hands or lap during class. This includes cell phones, pagers, personal media devices, laptops, netbooks, notebooks, and Bluetooth devices worn on or in the ear. Activation or use of these devices will result in being asked to leave the classroom and receiving an absence for that class period. Activation or use of these devices during an exam period will result in a grade of "zero" on the exam. Recent studies have shown that laptops are a classroom distraction and are RARELY used for educational purposes in class. I will permit individual exceptions to the policy to those persons having a documented and registered disability necessitating their use.

TENTATIVE SCHEDULE FOR CLASSES

(Reading Assignments should be completed before class.)

Week number	Monday	Wednesday	Friday
1 August 24, 26, 28	Introduction (Go Over Syllabus)	Intro to CB <i>(Chapter 1)</i>	Marketing Strategies <i>(Chapter 2)</i>
2 Aug 31, Sep 2, 4	Consumer Decision Process <i>(Chapter 3)</i>	Need Recognition, Search & Eval <i>(Ch 4)</i>	Purchase <i>(Chapter 5)</i>
3 September 7, 9, 11	NO CLASS Labor Day	Post-Purchase Process <i>(Chapter 6)</i>	Post-Purchase Process <i>(Chapter 6)</i>
4 September 14, 16, 18	DEBATE TEAM ASSIGNMENT	DEBATE TEAM MEETINGS	REVIEW
5 September 21, 23, 25	EXAM #1	Demographics, Lifestyle & Personality <i>(Ch 7)</i>	Chapter 7 DEBATE TOPICS DUE!
6 Sept 28, 30, Oct 2	Consumer Motivation <i>(Chapter 8)</i>	Consumer Knowledge <i>(Chapter 9)</i>	DEBATE TEAM MEETINGS
7 October 5, 7, 9	Beliefs, Feelings & Attitudes <i>(Ch 10)</i>	Beliefs, Feelings & Attitudes <i>(Ch 10)</i>	REVIEW
8 October 12, 14, 16	EXAM #2	Culture, Ethnicity & Social Class <i>(Ch 11)</i>	NO CLASS Fall Holiday
9 October 19, 21, 23	Culture, Ethnicity & Social Class <i>(Ch 11)</i>	Family & Household Influences <i>(Ch 12)</i>	Family & Household Influences <i>(Ch 12)</i>
10 October 26, 28, 30	Group & Personal Influence <i>(Ch 13)</i>	Group & Personal Influence <i>(Ch 13)</i>	Making Contact <i>(Chapter 14)</i>
11 November 2, 4, 6	Shaping Consumer Opinions <i>(Ch 15)</i>	Helping Consumers to Remember <i>(Ch 16)</i>	REVIEW
12 November 9, 11, 13	EXAM #3	DEBATE TEAM MEETINGS	DEBATE TEAM 1
13 November 16, 18, 20	DEBATE TEAM 2	DEBATE TEAM 3	DEBATE TEAM 4
14 November 23, 25, 27	DEBATE TEAM 5	NO CLASS <i>Thanksgiving</i>	NO CLASS <i>Thanksgiving</i>
15 Nov 30, Dec 2, 4	DEBATE TEAM 6	DEBATE TEAM 7	DEBATE TEAM 8
16 Dec 7, 9, 11	DEBATE TEAM 9	DEBATE TEAM 10	NO CLASS Study Day
Wednesday Dec 16 (3:30 - 5:00 PM)		Final Session Debate Summary	

****You must check your Bear-mail regularly for supplemental readings and schedule changes!!***

The syllabus is a guide for the semester and may be changed during the semester should that be deemed necessary or worthwhile by me. I reserve the right to change any part of the syllabus for any reason. Any changes will be announced by me during class or via e-mail (check your e-mail frequently).

Student feedback is essential for course improvement. I encourage a continuous evaluation of my teaching efforts. At anytime during the semester you may orally, anonymously (e.g., via campus mail, or slip a note under my office door) give me an evaluation of my performance. This evaluation could include: 1) Things that I like, 2) Things that I don't like and 3) Suggestions for improvements.