



FOUNDATIONS OF MARKETING PRACTICES FOR NON-BUSINESS MAJORS

MKTG 4120

Course Syllabus

Course Description

Consider the last major purchase you made. What questions did you ask yourself in order to justify that this was the right product to buy? Were you persuaded by an advertisement? Or was it the manufacturer's reputation?

This course is designed to introduce you to some theoretical frameworks that will help you understand how consumers act, think, and feel. You should be able to apply these frameworks to everyday marketing problems ranging from determining consumer needs to ensuring consumer satisfaction. The theories in this course are based on psychology, economics, and marketing since consumer behavior is an interdisciplinary field.

Course Objectives

1. Understand consumer decision-making processes and their role in marketing.
2. Understand how consumers form and change their attitudes towards brands.
3. Understand how consumers process, interpret, and use marketing-related information when forming evaluations and making decisions.
4. Understand basic psychological processes that influence consumer behavior and their implications for marketing.

Course Format

While there may be times when meeting online is necessary, the majority of the course will be conducted as an on-campus, in-person course.

A variety of teaching methodologies are used in this course. Class periods include lectures (to describe basic concepts and their applications), discussions (to get your perspective on marketing topics), and in-class activities (to encourage you to learn from one another). All students are encouraged to participate in class and to demonstrate their preparation and level of understanding of the material being discussed.



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Course Expectations and Content

We are a community of scholars learning from and with each other about consumer behavior in a global marketplace. As such, there are expectations for each of us:

	Your responsibility	My responsibility
Class attendance	-Attend each scheduled class session and be on time	- Attend each scheduled class session and be on time
Preparation	<ul style="list-style-type: none">- Review the chapter(s) and lecture notes prior to class.- Have questions and comments to share- Observe the marketplace (including your own behavior as a consumer) around the topics we study	<ul style="list-style-type: none">- Prepare weekly lectures and discussions using Define, Explain, Apply model- Publish the lecture notes before the class begins
Participation	<ul style="list-style-type: none">- Ask questions, share your observations, and give examples of "marketing in action." Participation is impacted more by the <i>quality</i> of your participation than the <i>quantity</i> of your participation.	<ul style="list-style-type: none">- Be an active contributor in class discussions – online or in-person- Share my own observations and experiences of “marketing in action”.
Professionalism	<ul style="list-style-type: none">- Arrive on time and remain in class except in extreme circumstances- Practice appropriate technology etiquette- Be respectful in class discussions – even on topics where your views may differ from myself or your classmates- Evolve, improve, and stay up-to-date	



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TEXTBOOK

Consumer Behavior - With Access

by Hanna, Nessim / Wozniak, Richard / Hanna, Margaret (9781524905576) - 5TH 17

K/H

IN-CLASS ACTIVITIES

A study of consumer behavior requires an understanding of the self as a consumer. This not only makes you a better consumer, but it also makes you a better student of consumer behavior. With the exception of the weeks when there is an exam, there will be an in-class activity which will be completed in small groups during class. If you are absent, you will be responsible for making up the assignment – on your own – within one week of the original due date.

Each group member is expected to participate to their level of comfort but must be “present” during the discussion. This means each group member must be engaged with the assignments while avoiding distractions and taking care of personal matters. Most of the in-class assignments are pass/fail but I do reserve the right to deduct points if it appears effort was not made, concepts were missed/ignored, or a student is disengaged with their group.

EXAMS:

There are two exams in this course. These exams are designed to test your understanding of the basic terminology as well as your depth of understanding of important concepts. Exams cover information from the textbook, PowerPoint slides, handouts, videos, and all topics discussed in class.

You are required to take each exam. **A make-up exam is only permitted in extreme circumstances.** If you have a legitimate or extraordinary scheduling conflict and must miss an exam, please see me NOW or IMMEDIATELY upon knowing the conflict. I will make every effort to schedule an earlier make-up exam. Having more than one other exam on the same day is NOT a legitimate reason for rescheduling an exam.

Notification of needing to miss an exam must be given prior to the exam. No exceptions! Failure to give notification results in an automatic 15% deduction for that exam and is computed into the student’s overall average.



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APPLICATION JOURNAL

A study of consumer behavior requires an understanding of the self as a consumer. This not only makes you a better consumer but also makes you a better student of consumer behavior.

Each week you will receive reflection prompts pertaining to your own behavior as a consumer. Your assignment will be graded on your ability to demonstrate an understanding of the concept(s) associated with the reflection. The application journal will be graded three times during the semester.

GRADING:

Assignment	Points
In-class assignments (30 points each)	390-450
Exam I	100
Exam II	100
Application Journal	100

No grades will be given out via e-mail or left on voice recorders due to student confidentiality.

90-100%= A

80-89%= B

70-79%= C

60-69%= D

< 60%= F

Please do not hesitate to contact me if you are having problems with this course. Do not wait until the “next exam” or the “end of the term” if you need help.



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I am willing to round your grade to the next highest letter grade if you do not have missing assignments, have attended each class, and shared your ideas and thoughts during class discussions. If you do these things I am more likely to raise your grade to the next grade step.

Late Policy

Life happens, I get it. I will accept late work – usually with a penalty. If you feel your reason for turning in an assignment late is valid and that you should be considered for full credit on your late assignment, let me know. Advocate for yourself. I will listen.

Outside of a “late exemption”, the following late policy applies:

1-3 days late:	5%
4-5 days late:	10%
5-10 days late:	15%:
10-20 days late:	25%
25+ days late:	50%

Note on use of technology:

In-class use of laptop computers is restricted for note-taking purposes ONLY. Communication devices (cell phones, iPads, etc.) capable of sending and/or receiving electronic communication and all entertainment devices are to be turned off and kept off throughout each class session. The use of these devices during class is disruptive to the learning environment. The use of cameras, video cameras and recording devices on mobile phones, laptops, tablets, etc. to take photos of the whiteboard or projected materials, and/or audio recordings of lectures during class sessions is strictly prohibited.

Because we do rely on technology to deliver and receive content, I will not hold against you any late or missing assignment that resulted from technology challenges outside of your control. If such challenges are occurring frequently, we will discuss alternatives for you.



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Academic Dishonesty:

The University of North Texas and the Committee on Academic Misconduct expect that all students have read and understand the University's Code of Student Conduct and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute "Academic Misconduct."

The University of North Texas' Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct, so I recommend that you review the Code of Student Conduct, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

Special Accommodations:

A student with a disability or those who need special accommodations should talk to me individually within the first two weeks of the class.

UNT policy: The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact ODA by phone at (940) 565-4323.



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Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.”

Emergency Evacuation Procedures for Business Leadership Building:

Severe Weather: In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

Bomb Threat/Fire: In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

Course Contract

Agreement to the Terms of the Syllabus: This syllabus should be considered a “contract”, whereby you agree to abide by the terms and requirements within this syllabus. If you are uncomfortable with or do not wish to abide by the requirements listed in this syllabus, you should make arrangements to drop the class. Your continued enrollment in the class assumes that you have agreed to all of the terms listed herein.