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# MKTG 4120

## Consumer Behavior

Dr. Scott Koenig

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### Spring 2026

Online

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#### Office/Students' Hours:

T/Th 9:00-10:30 or by appointment

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### Course Introduction

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.

### How to Succeed in this Course

Helping you succeed in this course is my top priority, but here are few things you could do to ensure you gain the best results from this course:

1. **Review all course material with a strong desire to learn and grow.** It's all about having a growth mindset.
2. **Challenge yourself.** Try to learn something new each week.
3. **Pay attention to the introductory materials.** These introductory materials include both the welcome/orientation materials found in the "start here" module on Canvas AND the materials found under the "Prepare" section of each module.

At the end of the semester, students often reflect on their learning from this class. Below is a sample of what some have shared. *Note: While these comments are from the face-to-face class, the principles apply to an online environment:*

- It made me think and get creative with lots of activities and group discussions that helped me learn more.
- Made me love going to school again and has stimulated my brain and my education in a major way.
- This class was very intellectually stimulating because of all the real-life examples and guest speakers that were given. It was not just memorization, it felt more real because we're engaging in real situation.

- I was able to see selling and marketing in a different light that has multiple facets other than just trying to sell someone something.
- It was a very good class for learning professional communication skills

## **Class Communications**

Canvas supports the class administratively as well as deliver majority of course content. I will do my best to be available to all students. You may email or text me. I will also check Canvas diligently and reply to all messages within 24 hours.

We also will use a course GroupMe for general announcements and questions but you can private message me through there as well.

*Do not send emails through Canvas.*

## **Textbook**

Consumer Behavior Courseware & Student Consumer Behavior Simternship (ISBN: 9781736017968)

*Note: You will purchase both the textbook and the simulator. Both of these are listed on the campus Barnes and Noble bookstore site as well.*

## **Technology Requirements:**

To maximize the value and learning of this class, students will need:

- Computer with a reliable internet connection
- Canvas Learning Management System
- UNT Email
- Microsoft Office 365: <https://outlook.office.com/>
- Google Docs: <https://docs.google.com/>
- Zoom App: <https://zoom.us/>
- Adobe Reader: <https://get.adobe.com/reader/>
- Web-camera and/or ability to videoconference and record videos

## **Technical Assistance**

Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other tech issues.

**UIT Help Desk:** [UIT Student Help Desk site \(http://www.unt.edu/helpdesk/index.htm\)](http://www.unt.edu/helpdesk/index.htm)

**Email:** [helpdesk@unt.edu](mailto:helpdesk@unt.edu) **Phone:** 940-565-2324 **In Person:** Sage Hall, Room 130 For additional support, visit [Canvas Technical Help \(https://community.canvaslms.com/docs/DOC-10554-4212710328\)](https://community.canvaslms.com/docs/DOC-10554-4212710328)

## **Course Policies**

### ***Academic Integrity Policy***

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree and is unacceptable.

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment.

Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale “cutting and pasting” from other sources, even if properly footnoted, is not appropriate. You should synthesize this material in your own words and provide a footnote.

Your instructor will specify what materials, if any, may be used on the tests and exams. Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual’s exam is academic dishonesty and will result in a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of online assistance, such as sites commonly used for finding homework solutions, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to a request to discuss suspected academic dishonesty when issued by an instructor or other University official. If a student fails to respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student’s participation.

### ***Requests for Special Consideration***

When any student requests special consideration for missing a quiz, an assignment due date, or any other reason, written documentation must be submitted to me via email. Giving special consideration to a student without documentation discriminates to the favor of the requesting student and to the detriment of all others.

### ***Grading Challenge Policy***

This Instructor strictly follows the guidelines set forth in the current Undergraduate Catalog for grade appeals, changes, and the awarding and removal of an ‘Incomplete’. Should you believe there is a grading error for a particular activity, you may make a grade “challenge”. This grade “challenge must be made in writing to your instructor no more than 48 hours (two days) after the grade is posted and should specify why you believe the grade is incorrect. Challenges made after this time will not be accepted and your grade will stand as recorded.

### ***Late Submissions***

Life happens, I get it. I do accept late assignments, but typically with a penalty. Canvas is set up to deduct 1.5% per day the assignment is late. If you made arrangements with me ahead of time, or otherwise have a good reason or being late, I will likely waive the late penalty.

A good rule of thumb as to what is acceptable is to ask yourself “would a reasonable employer accept it as a reason for being late?”. If the answer is yes, I probably will too.

Advocate for yourself. I will listen.

*Note: Canvas will automatically deduct points based on late submissions. If you and I have already discussed a late exemption, I will manually adjust your grade. It may take a week or so for me to catch it and if I miss it, let me know.*

### **Americans with Disabilities Act**

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of 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 accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at [disability.unt.edu](http://disability.unt.edu).

### **Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)**

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

### **Student Perception of Teaching**

Student Perception of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey is available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students helps to improve this course.

Note: I consider SPOT to be an important part of your participation in this class.

Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" ([no-reply@iasystem.org](mailto:no-reply@iasystem.org)) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (<http://spot.unt.edu/>) or email [spot@unt.edu](mailto:spot@unt.edu).

### **Emergency Notification and 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 Canvas for contingency plans for covering course materials.

## **Course Main Components & Grading**

There are four components described below that make up your total grade.

### **Foundation assignments**

This course looks at why consumers behave the way they do - before we ever introduce formal theories or models.

Instead of completing multiple separate assignments, you will complete one integrated Foundation Assignment that explores consumer behavior from four different perspectives. This will help you reflect on your own experiences, interpret brands and culture, and think creatively about innovation.

This assignment is designed to:

- Prepare you for upcoming course concepts
- Encourage reflection before theory

- Create a shared foundation we will return to throughout the semester

### **Peer Review**

In week 3, You will be assigned 2–3 peer submissions in Canvas to review with a focus on consumer understanding, strategic thinking, and integration across sections. You will complete an evaluation of your peer’s assignments. We will utilize the learnings from the foundation assignment and the peer review throughout the course.

### **Weekly readings and quizzes**

Starting in week 4 and going through week 8 (the week leading up to Spring Break), the course will consist of 2-3 chapters – including reading and videos – each covering a separate topic related to consumer behavior. The only assignments due that week are quizzes associated with the chapter materials. *Note: All material presented in the textbook including what you read and watch (whether I posted it or it is from the textbook materials) can be included in the quizzes.*

The quizzes are open notes but you may only use notes you took during your study or the actual materials themselves. You may not use outside sources including search engines, AI, or other students. Please don’t try to find a loophole in these instructions or other ways to justify not following the rule. Simply put, if you use anything other than notes you produced based on your review of the material or the material itself, you are cheating.

### **Consumer Behavior simulator**

After Spring Break (starting in week 10) you will be working on a consumer behavior simulator. This is where you can see consumer behavior in action and start to see how some of what you learned in the previous weeks can be applied to marketing. Information about the simulator can be found in Canvas under the “Simulation” module. Your assignments during the simulator weeks are 1) complete the simulator round 2) self-report your participation. The “simulator quiz will open the Saturday before the simulator is due and needs to be completed on-time. The standard grade penalty will be applied if it is submitted late.

During the week of final exams, you will be completing a reflection discussion board assignment. This is your chance to reflect and discuss the highs and lows of the simulator assignment. There will be other topics related to the course as well. The assignment is based on thoroughness in answering the questions more than “right or wrong” answers.

### **SONA Research Participation (Extra Credit – up to 4%)**

As part of your learning experience in this course, you will be required to participate in research studies to gain experience with the research process and learn about methods and scaling techniques. Your participation in these research studies will provide you with extra credit. You will earn 1 extra credit percentage point for every 5 SONA credits. The most you can earn is 4% (20 credits). This may not seem like a lot of points but it does help if you have a borderline grade. (you can go from an 86% to a 90% if you complete all 20 credits for example).

To fulfill the requirement, you must create an account on the College of Business REP webpage—[unt-cob.sona-systems.com](http://unt-cob.sona-systems.com)—which allows you to browse and sign up for available studies. The amount of credit assigned is based on the length of time the study takes to complete and whether you participate online or in the COB behavioral Lab (BLB 279):

- Short online studies (5-15 minutes) earn 1 credit
- Medium online studies (15-30 minutes) earn 2 credits
- Long online studies (30-45 minutes) earn 3 credits
- On-campus, lab studies (30-45 minutes) earn 5 credits

- To sign up, please visit [unt-cob.sona-systems.com](http://unt-cob.sona-systems.com). If you have questions, DO NOT contact me. Contact the behavioral lab manager by email at [RCoBRep@unt.edu](mailto:RCoBRep@unt.edu). Your questions will be addressed promptly.

**Please Note:**

- 1) Access the studies early and often to make sure you have first access to available studies. Once you sign up, the lab manager will update you periodically about newly posted studies.
- 2) Make sure you assign your credits to the correct course. This course is: **MKTG 4120.407**.

**Deadlines for Participation:** See Canvas for details.

## **Ordering of Topics, Exams, and Projects for Spring 2026**

*Weekly material including topics covered, readings, assessments, and assignments are found on Canvas. While I try to remain consistent with what is currently listed in Canvas, a feeling we need to go a different direction may necessitate a change in schedule. I will send a weekly email / announcement with specifics for the upcoming week.*