

# MKTG 5200 - INET

## Consumer Behavior

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### Course Orientation

Welcome to Consumer Behavior. This course will immerse you in the study and practice of Consumer Behavior in the marketplace. In a marketplace increasingly characterized by enduring consumer relationships, marketers must be acutely aware of the individual and organizational characteristics that foster consumer responses. The identification of changing trends in consumer behavior as applied to domestic and global markets is critical for competitive success in today's dynamic markets and environments.

This is an online course. There are no mandatory online meeting times or required face to face meetings.

### Instructor Information

<b>Instructor:</b>	Dr. Lidan Xu
<b>Email:</b>	<a href="mailto:Lidan.Xu@unt.edu">Lidan.Xu@unt.edu</a>
<b>Office:</b>	BLB 367D
<b>Telephone:</b>	(940) 565-3371
<b>Office Hours:</b>	Monday at 3-4pm Via Zoom Or by appointment (please feel free to email me at anytime to set up appointment for meeting)

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### Course Description

Marketing begins and ends with the consumer – therefore, it is essential that if one is to understand marketing, they must understand the consumer. This course is designed to give you an overview of consumer behavior and is intended to acquaint you with what it means to be a consumer in a market-oriented society and what, as a marketer, you need to know to understand the role of meeting the consumer's needs in the development of marketing strategy.

### Course Structure

This course takes place 100% online through Canvas. There are 8 weeks of content that you will move through.

### Prerequisites

There are no required prerequisites for this course. However, to be successful in this course, you will need to:

- Cite sources, giving credit to where you obtain information.
- Network with others and utilize tact when offered differing perspectives.
- Commit to spending at least 10 hours a week reading the assignments, reflecting on the material covered, and participating in other activities throughout the course.

### Required Texts

Mothersbaugh and Hawkins (2020), Consumer Behavior: Building Marketing Strategy, 14th Edition, McGraw-Hill. ISBN10: 1260100049

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### Course Objectives

The purpose of this course is to introduce you to the study of consumer behavior. This course will quite possibly be unlike any other business course that you have taken. Consumer behavior is based on concepts and theories from the behavioral sciences, including psychology, sociology, and anthropology, to analyze their usefulness for developing marketing strategies. To this end, we will explore processes involved in consumption and ways in which we, as marketers, are better able to predict and influence consumers' thoughts, feelings, and behaviors within the marketing environment.

We will examine ideas and approaches that may be useful for understanding consumers' behavior. You will also add some ideas of your own, and together, we will see how useful these concepts can be for analyzing, developing, and implementing successful marketing strategies. In the process, we can improve our intellectual skills and ultimately become better thinkers, as well as better marketers.

More specifically, upon completion of this course you will be able to:

1. Identify what consumer behavior is and explain its importance for marketing strategy
2. Explain how cultural variations affect consumers' choices
3. Describe the role of values and beliefs in how consumers make decisions
4. Analyze and describe how groups influence consumers' behavior
5. Interpret the role of perception and attention in consumers' memory and biases
6. Describe several motivation theories that drive consumer choices
7. Apply different theories of consumer psychology in the development of marketing strategies.

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## Course Requirements & Grading

### Assignments

Essay Assignments 2 Assignments @ 50 points ea.	100 points	30%
Quizzes 10 Quizzes @ 10 points ea.	100 points	20%
Homework Assignments 4 Assignments @ 25 points ea.	100 points	50%
Total Points Possible	300 points	100%

Assignments: This relates to a consumer activity in which you will be asked to write an essay of about 500 to 600 words about a consumer behavior topic.

Quizzes: The quizzes are designed to assess comprehension of chapter materials.

Homework Assignments: The student will follow the specific instructions provided in each module and write the homework as required.

### *Grading*

Grading rubric used for this course is as follows:

- A: 90-100 %
- B: 80-89.99 %
- C: 70-79.99 %
- D: 60-69.99 %
- F: Below 60 %

### Grade-related Policies

Late Work: I will not accept late work in this course. All work turned in after the deadline will receive a grade of zero unless the student has a university-excused absence [Links to an external site.](#) and provides documentation within 48 hours of the missed deadline.

Turn-around Time: I aim to return graded work to you within one week of the due date. When this is not possible, I will send an announcement to the class.

Grade Disputes: You are required to wait 24 hours before contacting me to dispute a grade. Within that time, I expect that you will review the assignment details and reflect on the quality of the work you turned in. If you would still like to meet, email me to set up a meeting (I cannot discuss grades over email). You should come to our scheduled meeting with specific examples that demonstrate that you earned a higher grade than you received. If you miss your scheduled

meeting, you forfeit your right to a grade dispute. If you do not contact me to schedule a meeting within seven days of receiving your grade, you also forfeit your right to a grade dispute.

### **Course Policies**

**Academic Integrity Notice:** Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. As a student-centered public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship. Academic dishonesty includes cheating and plagiarism. For more information on academic dishonesty and academic integrity, please visit [vpaa.unt.edu/academicintegrity.htm](http://vpaa.unt.edu/academicintegrity.htm).

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 ranging from admonition to expulsion from the University.

Some specific examples of academic integrity violations include cheating, plagiarism, or inappropriate assistance on examinations, homework, and research papers and 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 professor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable for known academic integrity violations in a group assignment.

Another example of academic dishonesty is improper attribution. You must quote or footnote all outside sources used when preparing your assignments. 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 also considered as plagiarism. You should synthesize this material in your own words and provide a footnote. Your professor 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 an academic referral or penalty. The use of online assistance, 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 an academic dishonesty report 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.

**The use of AI for assignments:** It is strictly prohibited to use the help of artificial intelligence for any assignment. When you submit your written assignment, the Turnitin will show me the AI written score, and if you have a moderate to high AI written score, it is considered plagiarism and your assignment will automatically receive a score of 0, and no second chance will be given under any circumstances. Based on the Student Academic Integrity Policy (UNT Policy 6.003), any form of "unauthorized assistance" constitutes cheating. If the use of artificial intelligence is not authorized for the assignment in question, the violation is "cheating". In this class, the use of artificial intelligence is NOT authorized for the assignment. It is considered cheating to use the help of Artificial Intelligence (such as ChatGPT), and I will file an academic dishonesty report.

In order to prevent having a moderate to high AI written score, please be careful with the following:

1. many grammar tools online nowadays use AI tools, and if you use these grammar tools, you may very likely get a high AI written score. Thus, I encourage you to be careful with the use of these tools.
2. please do not use online tools to help you paraphrase what you wrote because most likely, you will receive a very high AI written score. My suggestion for you is that do not use these tools at all. For the written assignment, I care more about what content you wrote and how these content conveys your thinking process, rather than how beautiful the language is.
3. some students have told me that they checked their work with iThenticate, and iThenticate did not show any sign of plagiarism. Indeed, iThenticate may help identify traditional type of plagiarism, but it does not have the tool to identify AI writing. However, the turnitin tool embedded in the canvas does have the function. Thus, iThenticate is not accurate for identify AI writing.

If you absolutely feel that you need to use AI tools to help with your language, please email me individually and when you submit the assignment, you need to submit both your original writing and the one polished by AI.

For all assignments, turnitin is used to check for plagiarism, and I will strictly monitor both the plagiarism score and the AI writing score for all assignments.

**Student Evaluations of Teaching Effectiveness (SPOT Evaluations):** Evaluations of teaching effectiveness are required for all organized classes at UNT. The short survey will be made available to you at the end of the semester and gives you the opportunity to comment on how this class is taught. Though participation in the SPOT Evaluation is not required, if 80% of the class

completes the anonymous survey, the entire class (100%) will be awarded 5% of the course points (5 points) as a reward. **Please keep in mind:** even though this is an online course, considerable time and energy has gone into the development and administration of this course.

**Communications:** Given that this is an online course, we do not have the benefit of traditional classroom interaction. Under these circumstances, accurate and timely communication between the instructor (me) and students (you) is vital. Therefore, please:

- **Check Canvas on a regular basis.** For general communications, I will post announcements to the Course homepage on Canvas.
- **Use email for all course-related correspondence.** Email is the appropriate media to utilize for essential communications between students and instructor in a closed environment. It is possible to forward your Canvas emails to an external email account, which allows you to receive course-related communications without logging into Canvas. Instructions for doing this are provided at the end of this syllabus. If you need to speak with me directly, please email me so that we can schedule a phone, video conference, or face-to-face appointment.

**Course Timing:** Please note the start and finish times of the course activities (*see also Course Structure*) described below. All times listed – and all scheduling in Canvas – are U.S. Central Standard Time.

- **Course Modules:** For each week, you are required to read any associated materials and finish the assigned homework.
- **Quizzes:** All quizzes are available at the beginning of the semester and each closes at 11:59 p.m. on the date specified in the Course Schedule.

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## Course Structure

This online course is segmented into eight modules that cover the key principles in consumer behavior.

- **Lecture Materials.** Each module includes lectures for you to review. Each can be viewed online and the slides can be downloaded as PDFs if desired. To accompany the lectures, supplementary materials will also be provided to enhance your learning (and application) of the concepts. These include articles, audio and video files.
- **Module quizzes.** These quizzes aim to evaluate your mastery of the unit's content. Quizzes close at 11:59 p.m. on the dates specified by the Course Timeline.

Each quiz has 10 multiple-choice/short answer questions, with each question worth a point each, for a maximum score of 10 points. There is a 20-minute time limit for each quiz. If you go past the allotted time, only those questions you answered in the time allowed will be graded. If you open the quiz, the **timer will automatically start** and you must complete it. If you close it, you cannot go back to it. Students are only allowed to take each quiz once, and I will not re-open quizzes for students who entered them before they intended to take the quiz, regardless of the reason. If you are taking a quiz and encounter **technical difficulties** related to Canvas, which result in your being unable to complete it in the allotted time, please contact UNT's IT Helpdesk via [it.unt.edu/helpdesk](http://it.unt.edu/helpdesk).

The quizzes are open-book; however with the time constraint, students may not have time to look up every answer. Therefore, you should prepare before attempting them. Quizzes can be completed on your own time. They will open at the beginning of the semester and close at 11:59p.m. on the date specified in the Course Timeline. These quizzes are for your benefit and also provide me an indicator on how you are assimilating the course material. **Quizzes will not be re-opened after their close times**, so it is up to you complete them on-time. All quiz materials will come from the textbook. Thus, it is important for you to read the textbook carefully and understand all concepts, before you start the quiz.

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### **Guidelines for Professional Communication:**

Students are expected to treat any digital communications in the Course—including discussion posts and emails—as professional communication. Thus, it is expected that such communications:

- Will be written in complete sentences and utilize proper punctuation, spelling, grammar, capitalization, usage, etc.
  - Words will be spelled out completely (i.e., no jargon/text messaging short-hand)
  - Will not be written in all capital letters
  - Email messages should come from appropriate (i.e., not be from addresses such as hotmama@gmail.com) accounts, and it is suggested that students utilize their UNT email addresses. Due to the threat of viruses, etc., emails from questionable accounts will be deleted without being read.
  - Emails should include a specific subject line.
  - All communications should be courteous and respectful (see **Code of Conduct** above).
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## Course Schedule

This schedule is an initial guideline and subject to change. I reserve the right to amend the dates herein to accommodate special and/or unforeseen circumstances. If changes to this schedule are made, you will receive notification via a Canvas announcement and an email.

WEEK	ACTIVITIES	Due
1	<b>Module 1</b> Chapter 1 and chapter 2	<ul style="list-style-type: none"><li>• Review chapter 1 and 2 materials</li><li>• Take chapter 1 and 2 quizzes</li><li>• Complete homework for chapters 1 and 2</li></ul>
2	Chapter 3 and chapter 4	<ul style="list-style-type: none"><li>• Review chapter 3 and 4 materials</li><li>• Take chapter 3 and 4 quizzes</li><li>• Complete homework for chapters 3 and 4</li></ul>
3	<b>Module 2</b> Chapter 7 and chapter 8	<ul style="list-style-type: none"><li>• Review chapter 7 and 8 materials</li><li>• Take combined chapter 7 and 8 quiz</li><li>• Complete homework for chapter 8</li></ul>
4	Chapter 9 and chapter 10	<ul style="list-style-type: none"><li>• Review chapter 9 and 10 materials</li><li>• Take combined chapter 9 and 10 quiz</li><li>• Complete homework for chapters 9 and 10</li></ul>
5	<b>Module 3</b> Chapter 11 and chapter 12	<ul style="list-style-type: none"><li>• Review chapter 11 and 12 materials</li><li>• Take combined chapter 11 and 12 quiz</li><li>• Complete Essay Assignment 1</li></ul>



6	Chapter 13 and chapter 14	<ul style="list-style-type: none"> <li>• Review chapter 13 and 14 materials</li> <li>• Take combined chapter 13 and 14 quiz</li> <li>• Complete Essay Assignment 2</li> </ul>
7	<p><b>Module 4</b></p> <p>Chapter 15 and chapter 17</p>	<ul style="list-style-type: none"> <li>• Review chapter 15 and 17 materials</li> <li>• Take combined chapter 15 and 17 quiz</li> </ul>
8	Chapter 18	<ul style="list-style-type: none"> <li>• Review chapter 18 materials</li> <li>• Take Chapter 18 quiz</li> </ul>

*\*Please note that assignments are due on Sunday's (unless otherwise specified) to give students the full week to complete them, and in the event that your work schedule only accommodates weekend course activity.*

## **Additional Notes**

### **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.

### **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.