

# MKTG 4120.407 – Consumer Behavior, Fall 2026

## Course Meeting Time and Location

Online - Asynchronous

## Instructor Contact

**Name:** Richmond Reyes

**Office Location:** Virtual

**Office Hours:** By Appointment

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## Course Description

This course takes place completely online and will require a combination of individual study as well attention to detail.

A survey of individual and organizational decision-making in the acquisition, consumption and disposition of goods and services, with selected applications in market segmentation, marketing communications and marketing management. Topics include consumer and organizational behavior models and decision processes; internal influencing forces of motivation, perception, learning, personality, lifestyle, and attitudes; external influencing forces of culture, subculture, demographic, social class, reference group, and household.

**Prerequisites:** MKTG 3650 or MKTG 3651

## Textbook (Required)

*Consumer Behavior: Building Marketing Strategy*. Mothersbaugh, Kleiser, Hawkins (2024) (15<sup>th</sup> Edition). **NOTE: McGraw-Hill Connect Access is REQUIRED.**

## Course Objectives

Successful completion of this course will allow students to:

1. Define the consumer decision making process and its role in marketing.
2. Explain how consumers form and change their attitudes towards products, brands and services.
3. Articulate how consumers process, interpret and use marketing related information when forming evaluations and making decisions.
4. Identify basic psychological processes that influence consumer behavior and their implications for marketing.

## Tentative Course Schedule & Grading

### Course Schedule

| Week | Week Beginning | Required Reading         |
|------|----------------|--------------------------|
| 1    | August 17      | Chapters 1 & 2           |
| 2    | August 24      | Chapters 3 & 4           |
| 3    | August 31      | Chapter 5                |
| 4    | September 7    | Chapter 6                |
| 5    | September 14   | Chapter 7                |
| 6    | September 21   | Chapter 8                |
| 7    | September 28   | Chapter 9                |
| 8    | October 5      | NONE: MIDTERMS           |
| 9    | October 12     | Chapter 10               |
| 10   | October 19     | Chapter 11               |
| 11   | October 26     | Chapter 12               |
| 12   | November 2     | Chapter 13               |
| 13   | November 9     | Chapter 15               |
| 14   | November 16    | Chapter 18               |
| 15   | November 23    | NONE: THANKSGIVING BREAK |
| 16   | November 30    | NONE: FINALS             |

### Grading Breakdown

| Graded Item | Percentage of Final Grade |
|-------------|---------------------------|
| Assignments | 10%                       |
| Quizzes     | 25%                       |
| Midterm     | 30%                       |
| Final       | 35%                       |
| Total       | 100%                      |

### Final Grades:

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = Less than 60%

## Course Policies

### *E-Mail and Communication*

Students are required to utilize the UNT email account assigned to them by the University. It is the student's responsibility to activate the account and keep it current. Communication and appointment setting with students must occur using the UNT email system. I strongly advise checking your UNT email daily.

### *Academic Integrity*

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 sharing of quiz/assignment access codes; plagiarism; or inappropriate assistance (including but not limited to utilization of AI when not expressly given permission to do so) on examinations, homework, and research papers and case analyses. Your work must be entirely your own. Use of Artificial Intelligence (AI) programs or Large Language Models (LLM) in part, whole, or as an assistive tool in this class will be deemed a violation [UNT Policy 06.003, Student Academic Integrity](#), and may result in penalties including, but not limited to, a zero on the assignment or failing grade in the course.

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.

### *Attendance*

Although this class does not have a specified meeting time every week, if you expect to be unable to complete the weekly assignment(s) because of reasons including (but not limited to) illness, family emergency, or other extenuating circumstance, please let me know as soon as possible. It is the responsibility of the student to inform me about their absence from class. Visit the [University of North Texas' Attendance Policy](#) for additional information.

### *Class Participation*

Any assignments and quizzes for the week will be made available no later than Mondays at Noon. Any deviations to this schedule may occur at the discretion of the instructor and will be announced in Canvas. When an assignment or quiz is assigned for the week, students must submit their work no later than 11:59PM (Central Time) on the following Sunday. For example, if an assignment and quiz are assigned on Monday August 17, 2026 at 8AM, they would be due no later than 11:59PM (Central Time) on Sunday August 23, 2026. After 11:59PM on Sundays, assignments will be automatically locked and late submissions will not be accepted.

Students are required to read the relevant chapter prior to attempting to complete an assignment or quiz. Failure to do so may result in poor performance on assignments and quizzes.

### *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.

### *Accommodations*

The University of North Texas makes reasonable accommodation for students with disabilities. Students seeking reasonable academic accommodations must first register with the Office of

Disability Access (ODA) to verify their eligibility. If a disability is verified, the student will request their letter of accommodation. ODA will provide faculty with a reasonable accommodation letter via email to begin a private discussion regarding a student's specific needs in a course. Students 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 meet with faculty regarding their accommodations during 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 Access website](#).

### *Syllabus Change*

The instructor reserves the right to make changes to this syllabus. It is the student's responsibility to make note of these changes as announced and to be aware of these changes as they are posted in Canvas.