

MKTG 4120-001 Consumer Behavior Fall 2026

Contact Information

Instructor: Shahriar Uddin

Pronouns: He/His/Him

Office Hours: By appointment through Zoom.

Email: shahriar.uddin@unt.edu (always include “[MKTG 4120-001]” in the subject)

Communication Expectations

Students may contact the instructor via their UNT email account. Please communicate in a polite, professional, and detailed manner. Students are required to use the UNT email account assigned to them by the University. It is the student's responsibility to activate and regularly monitor their UNT email account. All official course communication, including announcements and responses to student inquiries, will be conducted through the UNT email system and/or Canvas. Students are strongly encouraged to check their UNT email and Canvas regularly for important course announcements, updates, and deadlines.

For questions that may be relevant to the entire class, students are encouraged to raise them during class or through the appropriate Canvas discussion/forum when applicable.

Welcome to UNT!

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

Course Description

This course provides an overview of consumer behavior and examines how individual, social, cultural, and situational factors influence consumers' acquisition, consumption, and disposition of products and services. The course explores consumer decision-making processes and the internal and external influences that shape consumer behavior.

Topics include consumer behavior and marketing strategy; cross-cultural variations; values, demographics, and social stratification; families and households; group influences; perception; learning and memory; motivation, personality, and emotion; attitudes; self-concept and lifestyle; situational influences; consumer decision processes; information search; alternative evaluation and selection; outlet selection and purchase; postpurchase processes; organizational buyer behavior; and marketing regulation and consumer behavior.

The course emphasizes the application of consumer behavior concepts to marketing strategy and real-world marketplace decisions.

Course Structure

This course follows a hybrid course format, combining in-person classroom instruction with online learning activities.

Each week will generally consist of:

One in-person class meeting on Tuesday (11.10 AM -12.30 PM) focused on lecture, discussion, application of course concepts, activities, and/or other classroom learning experiences.

One online learning component that students will complete through Canvas. Depending on the week, the online component may include assigned textbook content, a quiz, or a discussion activity. Students are responsible for completing all online materials and activities by the deadlines listed in the course schedule. Online activities are an integral part of the course and should not be considered optional supplemental work.

The course schedule in this syllabus provides the specific topics, chapters, online activities, and deadlines for each week. Students should regularly check Canvas and their UNT email for announcements and any updates to the course schedule.

Course Objectives

By the end of this course, students will be able to:

- Explain fundamental concepts and theories of consumer behavior and their relevance to marketing strategy.
- Describe and analyze the consumer decision-making process and explain how consumers acquire, evaluate, purchase, consume, and dispose of products and services.
- Explain how psychological processes—including motivation, perception, learning, memory, personality, emotion, attitudes, and self-concept—influence consumer behavior.
- Analyze how cultural, demographic, social, household, and group influences shape consumers' preferences, evaluations, and marketplace decisions.
- Evaluate how marketers can use knowledge of consumer behavior to develop effective marketing strategies, including segmentation, positioning, communication, and other marketing decisions.

Materials

Recommended Book: Mothersbaugh, David L., Susan Bardi Kleiser, & Del I. Hawkins. Consumer Behavior: Building Marketing Strategy. 15th ed.

Lecture Notes: Lecture notes (slides) will be uploaded on CANVAS.

Course Requirements

The final course grade will be determined based on the Syllabus Overview Quiz, Academic Integrity Quiz, Midterm Exam, Final Exam, attendance, research participation, weekly quizzes, and weekly discussions. The course consists of a total of **500 points**.

Assessment	Percentage	Points
Syllabus Overview Quiz	5%	25
Academic Integrity Quiz	5%	25
Midterm Exam	20%	100
Final Exam	20%	100
Quizzes	16%	80
Discussions	14%	70
Attendance	10%	50
Research Participation	10%	50
Total	100%	500

Syllabus Overview Quiz (5% — 25 points)

Students will complete a Syllabus Overview Quiz worth **25 points (5% of the final grade)** at the beginning of the semester. The purpose of this quiz is to ensure that students are familiar with important course information, including the course structure, grading system, assignment requirements, course policies, important deadlines, and other expectations outlined in the syllabus.

Students are responsible for reviewing the syllabus carefully before completing the quiz. **The quiz will be completed through Canvas by the deadline indicated in the course schedule.**

Academic Integrity Quiz (5% — 25 points)

Students will complete an Academic Integrity Quiz worth **25 points (5% of the final grade)** at the beginning of the semester. The purpose of this quiz is to ensure that

students understand the University's expectations regarding academic integrity and their responsibilities for maintaining academic honesty throughout the course.

The quiz will address topics related to appropriate academic conduct, including plagiarism, unauthorized collaboration, cheating, and the appropriate use of outside resources and artificial intelligence (AI) tools. Students are expected to review the assigned academic integrity materials before completing the quiz.

Specific instructions and required materials will be provided through Canvas. **The quiz will be completed through Canvas by the deadline indicated in the course schedule.**

Exams (40% — 200 points)

The course has two required exams:

- **Midterm Exam:** 100 points (20%)
- **Final Exam:** 100 points (20%)

The exams will assess students' understanding and application of the terminology, concepts, theories, and materials covered throughout the course. **Both exams will be administered in person during class using Lockdown Browser.**

Additional information regarding the format, content, and administration of each exam will be provided in class and on Canvas.

Please refer to the course schedule for exam dates and related deadlines.

Quizzes (16% — 80 points)

There will be **eight quizzes** throughout the semester, each worth **10 points**, for a total of **80 points**.

Quizzes will primarily accompany assigned online course content and are designed to assess students' understanding of key concepts and materials from the assigned readings. Students are responsible for completing each quiz by the deadline posted on Canvas.

Please refer to the course schedule and Canvas for quiz dates and deadlines.

Discussions (14% — 70 points)

There will be **five online discussion assignments** throughout the semester, each worth **14 points**, for a total of **70 points**.

The discussions are designed to help students apply course concepts to real-world consumer behavior and marketing situations and engage with the ideas and perspectives

of others. Discussion assignments may include application-based questions or questions related to course content.

For each discussion, students will be required to post a thoughtful response to the assigned discussion prompt (**suggested length: 150 words or more**) and a thoughtful and respectful response to at least one classmate's post (**suggested length: 50 words or more**). These word counts are provided as general guidelines rather than strict requirements. The quality and substance of the responses are more important than meeting a specific word count.

Peer responses should meaningfully contribute to the discussion by adding a perspective, asking a relevant question, providing an example, or building on the ideas presented in the original post. Brief responses that do not meaningfully contribute to the discussion, such as "I agree," "That makes sense," or "Thank you for your comment," will not receive full credit.

Specific instructions, requirements, and deadlines for each discussion will be provided on Canvas.

Attendance (10% — 50 points)

Regular attendance is an important part of this hybrid course. Students are expected to attend scheduled in-person class meetings and arrive on time.

Attendance will account for **50 points (10% of the final grade)**. Specific attendance requirements, including how attendance points are calculated and policies regarding absences, will be discussed in class and provided on Canvas.

Research Participation (10% — 50 points)

As part of the learning experience in this course, students are required to participate in research studies to gain experience with the research process and learn about research methods and measurement techniques. Research participation accounts for **50 points (10% of the final grade)**.

To fulfill this requirement, students must create an account through the **College of Business Research Experience Program (REP) SONA system** at unt-cob.sona-systems.com. The system allows students to browse and sign up for available research studies.

Important: Students must use the College of Business SONA system and should **not** register through the Psychology Department's SONA system.

The amount of research credit assigned is based on the length of time required to complete a study and whether participation occurs online or in person in the College of Business Behavioral Lab (BLB 279).

Study Duration	Online In-Person (Lab BLB 279)	
Less than 15 minutes	1 credit	3 credits
15–30 minutes	2 credits	4 credits
More than 30 minutes	3 credits	5 credits

To fulfill the **10% research participation requirement**, students must earn a total of **10 REP credits** throughout the semester. Each REP credit corresponds to **1% of the final course grade**. All earned and properly assigned credits will be incorporated into the final course grade at the end of the semester. Additional extra-credit opportunities may be available at the instructor's discretion.

Students should create their SONA accounts as early as possible to have greater access to available studies. Students are also responsible for assigning earned credits to the correct course: **MKTG 4120 Section 001**.

Students enrolled in another course that also requires SONA participation must complete the required credits for each course separately. Completed credits can be assigned to specific courses through the student's SONA account.

Questions regarding SONA accounts, research studies, or research credits should be directed to the SONA managers at RCoBRep@unt.edu, rather than to the course instructor.

Please Note:

- **November 27 at 5:00 PM:** Last day to participate in SONA studies for the Fall semester.
- Students will have one week following this deadline to adjust the allocation of their earned credits among their courses.
- **December 4:** Final SONA scores will be distributed to instructors and cannot be changed thereafter.
- Don't wait! Create your account ASAP! Get first access to available studies.
- Assign your credits to the proper course. This course is: MKTG 4120 Section 001.
- If you have another course that also requires SONA credits, you must complete those credits separately. On the main SONA account page, you can assign your completed credits to specific courses (of your choice).

Grade	%
A	90-100
B	80-89
C	70-79
D	60-69
F	0-59

Course Evaluation

Student Perceptions of Teaching (SPOT) is UNT's student evaluation system, allowing students to provide confidential, constructive feedback to their instructor and department to improve the quality of their student experience in the course.

Students completing the SPOT evaluation **will be awarded 50 bonus points**.

Course Technology & Skills

Minimum Technology Requirements

- 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/>
- Computer with an Internet connection
- Web-camera and/or ability to videoconference and record videos
- Web Browser such as: Google Chrome: <https://www.google.com/chrome/>,
Mozilla Firefox: <https://www.mozilla.org/en-US/firefox/new/>

Computer Skills & Digital Literacy

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustrations that can arise when technology breaks down or does not perform as expected. Here at UNT, we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UNT 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 **Phone:** 940-565-2324

Telephone Availability:

Sunday: noon-midnight

Monday-Thursday: 8 am-midnight

Friday: 8 am-8 pm

Saturday: 9 am-5 pm

For additional support, visit [Canvas Technical Help](#)

(<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis 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 will not be tolerated.

- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individuals’ experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts, as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type.

See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips) for more information.

Course Policies

Assignment Policy

Students are requested to refer to the course schedule for the actual start and end dates for each module/week. The University is committed to providing a reliable online course system to all users. However, in the event of an unexpected server outage or an unusual technical issue that prevents students from completing a time-sensitive assessment, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk at helpdesk@unt.edu or 940.565.2324 to obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues as soon as possible.

Examination Policy

Students are encouraged to take both exams during the scheduled time. If you lose your Internet connection during an exam, please contact me immediately. If students have issues accessing Canvas, please contact the Student Helpdesk and document the remedy ticket number before contacting me.

Late Work

All work must be completed as scheduled. Late assignments will not be accepted and will result in **a 10% less from the achieved points** unless special arrangements are made with the instructor.

Students who anticipate any difficulties in this class due to personal circumstances should discuss these matters with the instructor in advance.

Attendance Policy

Regular class attendance is expected. Excessive absences could cause one to be automatically dropped from the course with an undesirable grade. If a student expects to be absent for an extended period, please let me know AS SOON AS POSSIBLE. It is the student's responsibility to inform me of their absences. Visit the University of North Texas' Attendance Policy

(<http://policy.unt.edu/policy/15-2->) to learn more.

Class Participation

Students are expected to be prepared by reading the assigned materials so they can participate in group discussions and other classwork. In organizations where more work is done in teams, an important part of a person's contribution is their participation in meetings. The percentage of the grade assigned to course participation is partially in part to encourage students to enhance and test their abilities in this area. Participation concerns both quality and quantity.

Syllabus Change Policy

The instructor reserves the right to make changes to this course schedule. It is the student's responsibility to note these changes as announced in class or to be aware of them as they are posted on Canvas.

UNT Policies

Academic Integrity Policy

The policies stated here are taken from the University of North Texas

Student Guidebook (for more details, please see - <http://vpaa.unt.edu/academicintegrity.htm>). You are responsible for the information published by the university in its official publication/website.

Scholastic integrity must be exhibited in your academic work, conduct, and methods. Academic work for which you receive an individual grade must be your original, individual effort. Although you may discuss assignments with others, the work you submit for a grade must be solely your own. If, in the instructor's opinion, any evidence exists that all or part of the work you submit for grading is that of another person, you (and the other person) will be given a zero

for the assignment. This is one form of scholastic dishonesty. A second incident of academic misconduct will result in an F in this course. You (and anyone involved with you) will be given an F in this course if you are found to have cheated on an exam or collaborated on an assignment with another student. Further action on incidents of scholastic misconduct will be referred to the Dean of Students.

The term cheating includes, but not limited to, (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

The term plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency in the selling of term papers or other academic materials. (Source: Code of Conduct and Discipline at the University of North Texas.) See the following websites for more details:

https://vpaa.unt.edu/sites/default/files/IMCE/inserts/opr0007/academic_integrity_module_for_canvas.pdf and <https://vpaa.unt.edu/ss/integrity>

ADA Policy

The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodations. Please see the instructor as soon as possible to discuss this matter.

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.

Emergency Notification & Procedures

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

Retention of Student Records

Student records for this course are maintained by the instructor of record in a secure location. All records, such as exams, answer sheets (with keys), and written papers, submitted during the

course are kept for at least one calendar year after course completion. Coursework completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual records; however, information about their records will not be divulged to others without proper written consent. Students are encouraged to review the Public Information Policy, the Family Educational Rights and Privacy Act (FERPA) laws, and the University's policy. See UNT Policy 10.10, Records Management and Retention, for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University classrooms, labs, discussion groups, field trips, and electronic classrooms. Visit UNT's [Code of Student Conduct](https://deanofstudents.unt.edu/conduct)

(<https://deanofstudents.unt.edu/conduct>) to learn more.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward email [Eagle Connect](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>).

Student Evaluation Administration Dates

Student feedback is essential to participation in this course. Student evaluations of instruction are required for all organized classes at UNT. The survey will be available during weeks 13, 14, and 15 [insert administration dates] of the long semesters, providing students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should check their UNT email inbox for the email. 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/)

(<http://spot.unt.edu/>) or email spot@unt.edu.

Survivor Advocacy

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and UNT policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648.

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An online or distance education course is a course offered principally through television, audio, or computer transmission, including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no online or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder in the United States may need to complete an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) may include activities such as taking an on-campus exam, participating in an on-campus lecture or lab, or other on-campus experiences integral to completing this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-5652195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification.

See [UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses](https://policy.unt.edu/policy/07-002) (<https://policy.unt.edu/policy/07-002>).

Use of Student Work

A student owns the copyright for all work (e.g., software, photographs, reports, presentations, and email postings) he or she creates within a class, and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

Download the UNT System Permission, Waiver, and Release Form

Academic Support & Student Services

Student Support Services

Mental Health

UNT provides mental health resources to students, ensuring numerous outlets that wholeheartedly care for and support students in need, regardless of the nature or severity of an issue. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-healthand-wellness-center) (<https://studentaffairs.unt.edu/student-healthand-wellness-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testingservices) (<https://studentaffairs.unt.edu/counseling-and-testingservices>)
- [UNT Care Team](https://studentaffairs.unt.edu/care) (<https://studentaffairs.unt.edu/care>)

- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-andwellness-center/services/psychiatry) (https://studentaffairs.unt.edu/student-health-andwellness-center/services/psychiatry)
- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testingservices/services/individual-counseling) (https://studentaffairs.unt.edu/counseling-and-testingservices/services/individual-counseling)

Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that differs from your legal name and would like it used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

- [UNT Records](#)
- [UNT ID Card](#)
- [UNT Email Address](#)
- [Legal Name](#)

**UNT EUIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.*

Pronouns

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and inperson. Just as we ask and don't assume someone's name, we should also ask and not assume someone's pronouns.

You can [add your pronouns to your Canvas account](#) so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage:

- [What are pronouns and why are they important?](#) ○ [How do I use pronouns?](#)
- [How do I share my pronouns?](#) ○ [How do I ask for another person's pronouns?](#)
- [How do I correct myself or others when the wrong pronoun is used?](#)

Additional Student Support Services

- [Registrar](https://registrar.unt.edu/registration) (https://registrar.unt.edu/registration)

- [Financial Aid](https://financialaid.unt.edu/) (https://financialaid.unt.edu/)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (https://studentaffairs.unt.edu/student-legal-services)
- [Career Center](https://studentaffairs.unt.edu/career-center) (https://studentaffairs.unt.edu/career-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testingservices) (https://studentaffairs.unt.edu/counseling-and-testingservices)
- [UNT Food Pantry](https://studentaffairs.unt.edu/desresources/programs/foodpantry/index.html)
(https://studentaffairs.unt.edu/desresources/programs/foodpantry/index.html)

Academic Support Services

- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (https://clear.unt.edu/canvas/student-resources)
- [Academic Success Center](https://success.unt.edu/asc) (https://success.unt.edu/asc)
- [UNT Libraries](https://library.unt.edu/) (https://library.unt.edu/)
- [Writing Lab](http://writingcenter.unt.edu/) (http://writingcenter.unt.edu/)

Other Course Policies

Netiquette

Students are expected to be respectful of peers' opinions expressed in the discussion postings. Written text can easily be misinterpreted, so if you feel particularly strong about a point, it may be best to write it out first as a draft and then review it before posting it. Also, remember to read your messages aloud for clarity before hitting the send/submit button, and avoid excessive exclamation points.

Email Requirement

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 will occur via the UNT email system. I strongly advise checking your UNT email daily.

Incomplete Grade

An Incomplete Grade ("I") is a non-punitive grade given only during the last one-fourth of a term/semester and only if a student (1) is passing the course and (2) has a justifiable and documented reason, beyond the control of the student (such as serious illness or military service), for not completing the work on schedule. The student must arrange with the instructor to finish the course at a later date by completing specific requirements. These requirements must be listed on a Request for Grade of Incomplete form signed by the instructor, student, and

department chair, and also entered on the grade roster by the instructor. Grades of "I" assigned to an undergraduate course at the end of the Fall 2007 semester and later will default to "F" unless the instructor has designated a different automatic grade.

A student may remove a grade of “I” within one year by completing the stipulated work. After completion of the stipulated work, the instructor of record records the final grade on a UNT Grade

Change Form and obtain the department chair’s signature. The instructor’s academic dean completes processing with the Registrar’s Office, where the grade point average is adjusted accordingly. For undergraduate courses taken in Fall 2007 or later, if a student does not complete the stipulated work within the specified time, the grade will default to F unless the instructor has designated a different automatic grade. The GPA will be adjusted accordingly, and the student will be subject to any applicable academic penalty.

Tentative Course Schedule

Week	Date	Course Content	Deliverables & Deadlines
Week 1	Tues, Aug 18	Syllabus Review & Course Introduction	Brief Introduction
	Online Content	Academic Integrity & Syllabus Overview	Academic Integrity (25 pts) & Syllabus Overview Quiz (25 pts)
Week 2	Tues, Aug 25	Consumer Behavior and Marketing Strategy	
	Online Content	Cross-Cultural Variations in Consumer Behavior	Quiz (10 pts)
Week 3	Tues, Sep 1	The Changing American Society: Values	
	Online Content	Discussion Activity	Discussion (14 pts)
Week 4	Tues, Sep 8	The Changing American Society: Demographics and Social Stratification	
	Online Content	The American Society: Subcultures	Quiz (10 pts)

Week 5	Tues, Sep 15	The American Society: Families and Households	
	Online Content	Group Influences on Consumer Behavior	Quiz (10 pts)
Week 6	Tues, Sep 22	Perception	
	Online Content	Discussion Activity	Discussion (14 pts)
Week 7	Tues, Sep 29	Learning, Memory, and Product Positioning	
	Online Content	Motivation, Personality, and Emotion	Quiz (10 pts)
Week 8	Tues, Oct 6	Midterm Exam	Midterm Exam (100 pts)
	Online Content	Attitudes and Influencing Attitudes	Quiz (10 pts)
Week 9	Tues, Oct 13	Self-Concept and Lifestyle	
	Online Content	Situational Influences	Quiz (10 pts)
Week 10	Tues, Oct 20	Consumer Decision Process and Problem Recognition	
	Online Content	Discussion Activity	Discussion (14 pts)
Week 11	Tues, Oct 27	Information Search	
	Online Content	Alternative Evaluation and Selection	Quiz (10 pts)
Week 12	Tues, Nov 3	Outlet Selection and Purchase	
	Online Content	Discussion Activity	Discussion (14 pts)
Week 13	Tues, Nov 10	Postpurchase Processes, Customer Satisfaction, and Customer Commitment	
	Online Content	Organizational Buyer Behavior	Quiz (10 pts)

Week 14	Tues, Nov 17	Marketing Regulation and Consumer Behavior	
	Online Content	Discussion Activity	Discussion (14 pts)
Week 15	Tues, Nov 24	NO CLASS: Thanksgiving Break	
	Online Content		
Week 16	Tues, Dec 1	Final Exam	Final Exam (100 pts)

Note: **All weekly online content** will be available on Canvas by **Thursday of each week**. **All associated deliverables, including quizzes and discussions, are due by Sunday at 11:59 PM of the corresponding week**, unless otherwise specified. The course schedule is tentative and may be adjusted as needed. Any changes will be communicated through Canvas and/or during class.