

CONSUMER BEHAVIOR MKTG 4120/008 100% Online – FA2023 16 week

Instructor Information:

Dr. Tina C. Mims

Office Number 469-951-3200

Office Location is VIRTUAL during the Fall Semester 2023 (due to ADA Accommodation)

Office Hours – by Appointment during the Fall Semester (but please reach out via communication methods listed in Syllabus anytime)

Email address: 4699513200@tmomail.net preferred over using t.mims@unt.edu

GroupMe – join the Course GroupMe under How to Communicate in CANVAS Syllabus link

Course Description:

MKTG 4120

The Undergraduate Catalog has the following course description: 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.

Prerequisite(s): MKTG 3650 or MKTG 3651.

Course specific fees (in addition to tuition and mandatory): Academic (AF) per hour: \$15.50

Course Learning Objectives:

By the end of this course, students 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.

Course Structure

This is an asynchronous course and will not have mandatory, scheduled class times. The course modules/weeks will run from Monday to Sunday with one potential exception – Final Exams.

Navigating the Course

It is critical that students open and use every module in order.

Canvas has 2 menus, a Global Menu for all courses you are taking, and a course menu for just this course. Our course menu looks like this:

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- [Home](#)
- [Syllabus](#)
- [Announcements](#)
- [Modules](#)
- [Packback](#)
- [Grades](#)
- [LockDown Browser](#)

Here is what each of the menu item for this course means (contains) - students expected to 'know' this info for the Syllabus Exam:

HOME	Course welcome page.
ANNOUNCEMENTS	Read these! Students expected to benefit from these announcement. You may be tested on announcement content. Most importantly- Bonus offers only appear in Announcements and under 'COMPLETE' section in any Module to encourage reading and use of these!
SYLLABUS	Official Course Syllabus - every student must earn 100% accuracy on the content in the Syllabus due to the importance of knowing course policies, due dates and performance expectations.
MODULES	REQUIRED to Use. Open each of these in their numerical order. Only use links under COMPLETE in each Module. Students that jump around in the course may find major assignments difficult.
PACKBACK	After reading the assignment challenge under COMPLETE in any Module where Packback is scheduled, students use this link to access Packback.
GRADES	Quick link to access your grades AND any feedback given to students to support their success in the course.
LOCKDOWN BROWSER	If used in the course, this requirements locks students into a private browser during an exam to verify the student's authenticity.

Here is what each 'Module' in this course can contain (students tested on this information), what to COMPLETE is always at the top!-=):

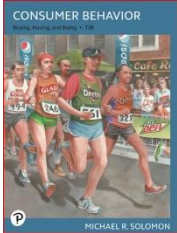
COMPLETE	REQUIRED! WHAT TO DO TO EARN POINTS! STUDENTS MUST USE LINKS HERE TO ACCESS WORK TO COMPLETE. Only this area provides the necessary instruction/expectations. Use these links to earn graded points or when offered bonus points. Only this section will have links for bonus points if offered. Use these links to complete work by the DUE DATE in the Official Course Schedule or risk earning a ZERO, absences or penalty. Again, very important, use these links under COMPLETE.
LEARNING OBJECTIVES	Each Module has Module Learning Objectives (LO's) and these objectives are a deeper dive to meet each Course Learning Objective (CLO) to meet the Course catalog description. The Module Learning Objectives (LO's) relate to the content in the module provided for students to use to absorb new knowledge. Each Module builds upon the previous. Canvas is 'locked' so that students must move through the course - in order to prevent 'skipping around'.
READ	REQUIRED! Any time there is something provided under 'READ' students are expected to read, make notes, study, and do what is necessary for them to absorb the material to apply the readings to the course tests/exams/assignments. Instructor specifically selected material to read for this course and students success.
REVIEW	REQUIRED! Any time material to review is given students are expected to open and review the material in such a way as to recall the content for review.
WATCH/LISTEN	REQUIRED! Any time a video or audio is provided the instructor has selected these materials to add value, so students are to make notes. Any video or audio may be included in any quiz/test/exam. Every effort to provide closed-caption or transcript is made. Not everyone learns by reading only. Additional ADA support links are provided at the bottom of the page.
Occasionally you may see included in a Module:	
RESEARCH/ INVESTIGATE	if this section appears - then students are expected to open the material and complete the research or investigation posted.

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BONUS offers are only found in ANNOUNCEMENTS and under COMPLETE (reason- students expected to read announcements and use the list under 'COMPLETE'). Students are strongly advised against using the Canvas to-do list, strongly advised against using the Gradebook to find and complete tasks. The course is designed to support student success by giving every student the necessary information on a single page in each Module=)

ANY-thing listed in COMPLETE, READ, RESEARCH, WATCH/LISTEN is game to be included in any MID-TERM or FINAL EXAM (if these Exams are in the Official Course Schedule).

Materials:



Textbook required for this course is:
Consumer Behavior: Buying, Having, Being
By Michael R. Solomon
Edition: 13th edition Published by Pearson

How to Succeed in this Course:

UNT strives to offer a high-quality education and a supportive environment, so students can learn and grow. As a faculty member, I am committed to your success in giving you the best coaching possible, provide you means of improving your resume and skills.

SKILLS Required:

1st – Skills Students Need to Begin this Course (these are not taught, these are expected)

- The ability to read, write, communicate at 10th (sophomore in high school) grade level or higher with correct punctuation, spelling, grammar and capitalization.
- The ability to add, subtract, multiply and divide.
- The ability to use MSWord, MSPowerPoint, MSEXcel and a PDF application.
- Commitment to use all videos, audio recordings, all required reading, investigate URL's provided in this course to learn the subject matter.
- The ability to use the University Library resources or contact a librarian for help.
- The ability to conduct secondary research without relying on search engines alone.
- Self-discipline to complete work before or by the due date and time.
- Time management skills to meet personal needs and course requirements during this short course.
- Professional interaction skills with classmates and instructor.
- The ability to recognize that plagiarism is most likely a copyright infringement.
- The ability to avoid simply quoting material – it is essential to demonstrate critical thinking and interpretation of credible sources.
- Ability to use Packback.

The instructor expects every student to have these skills therefore, this course does not teach these skills in this class. Look at course objectives for what is taught in this course.

Students need to know how to correctly use American Psychological Association (APA) citation style for both in-text citations and reference lists. Students have the following resources:

[Purdue Owl APA help site](#)

[American Psychological Association](#)

And the University Writing Center

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OFFICIAL COURSE SCHEDULE (includes complete list, by date, all tasks and task types required to earn points in this course):

UNT CB - MKTG 4120.008 OFFICIAL COURSE SCHEDULE AS OF AUG. 22, 2023							
ALWAYS OPEN MODULE & ACCESS ALL TASKS TO DO UNDER 'COMPLETE' SECTION - do NOT enter via Gradebook do not rely on Canvas 'To Do' list, do not rely on Canvas calendar. Read more under 'navigation' link in Syllabus menu in Canvas =).							
	What to do:	How many attempts?	Points Possible	Due Date	Late Beginning this date:	% of Total Course Grade	
Course Learning Objective (CLO) Navigation, Performance Expectations & CLO #1. Identify what consumer behavior is and explain its importance for marketing strategy							
MODULE 1	WEEK 1	Syllabus Exam - must earn 100%	Unlimited	50	Thu, Aug 31	Fri, Sep 01	5.88%
	WEEK 2 (opens by Sun Aug 27)	Ch 1 and Ch 2 (quiz on both)	Unlimited	20	Sun, Sep 03	Mon, Sep 04	2.35%
		Packback - #1 (<i>learn how to use Packback see total course value</i>)	Unlimited	50	Sun, Sep 03	Mon, Sep 04	5.88%
CLO 5. Interpret the role of perception and attention in consumers' memory and biases							
MODULE 2	WEEK 3	Ch 3 quiz-Perception	Unlimited	10	Sun, Sep 17	Mon, Sep 18	1.18%
	WEEK 4	Ch 4 quiz-Learning & Memory	Unlimited	10	Sun, Sep 17	Mon, Sep 18	1.18%
		LinkedIn Learning Certificate -1	Unlimited	50	Sun, Sep 17	Mon, Sep 18	5.88%
CLO 6. Describe several motivation theories that drive consumer choices							
MODULE 3	WEEK 5	Ch 5 quiz-Motivation/Affect	Unlimited	10	Sun, Oct 01	Mon, Oct 02	1.18%
	WEEK 6	Packback - #2	Unlimited	50	Sun, Oct 01	Mon, Oct 02	5.88%
		Ch 6 quiz-Self	Unlimited	10	Sun, Oct 01	Mon, Oct 02	1.18%
CLO 3. Describe the role of values and beliefs in how consumers make decisions							
MODULE 4	WEEK 7	Ch 7 quiz- Personality...	Unlimited	10	Sun, Oct 15	Mon, Oct 16	1.18%
	WEEK 8	LinkedIn Learning Certificate - 3	Unlimited	50	Sun, Oct 15	Mon, Oct 16	5.88%
		Mid-term opens Thur Oct 12 - closes Sun Oct 15	3 Attempts - Virtually Proctored	75	Sun, Oct 15	Mon, Oct 16	8.82%
CLO 7. Apply different theories of consumer psychology in the development of marketing strategies.							
MODULE 5	WEEK 9	Ch 8- Attitudes	Unlimited	10	Sun, Oct 29	Mon, Oct 30	1.18%
	WEEK 10	Packback - #3	Unlimited	50	Sun, Oct 29	Mon, Oct 30	5.88%
		Ch 9-Decision Making	Unlimited	10	Sun, Oct 29	Mon, Oct 30	1.18%
CLO 4. Analyze and describe how groups influence consumers' behavior							
MODULE 6	WEEK 11	Ch 10-Buying...	Unlimited	10	Sun, Nov 12	Mon, Nov 13	1.18%
	WEEK 12	LinkedIn Learning Certificate -4	Unlimited	50	Sun, Nov 12	Mon, Nov 13	5.88%
		Ch 11-Group	Unlimited	10	Sun, Nov 12	Mon, Nov 13	1.18%
CLO 4. Analyze and describe how groups influence consumers' behavior							
MODULE 7	WEEK 13	Ch 12-Income	Unlimited	10	Sun, Nov 19	Mon, Nov 20	1.18%
	WEEK 14	LinkedIn Learning Certificate - 5	Unlimited	50	Sun, Nov 19	Mon, Nov 20	5.88%
		-----Thanksgiving-----week of 20th thru the 26th					
CLO 2. Explain how cultural variations affect consumers' choices							
MODULE 8	WEEK 14	Ch 13-Subcultures	Unlimited	10	Sun, Dec 03	Mon, Dec 04	1.25%
	WEEK 15	Packback #4	Unlimited	50	Sun, Dec 03	Mon, Dec 04	5.88%
		Ch 14 - Cultures	Unlimited	10	Sun, Dec 03	Mon, Dec 04	1.18%
CLO 2. Explain how cultural variations affect consumers' choices							
FINAL	WEEK 16	Final Exam (potential for a test or a written assignment) Due date may change based on Univ Schedule!	If an Exam - 3 attempts Proctored	85	Sun, Dec 10	Mon, Dec 11	10.00%
	TOTAL POTENTIAL POINTS			850			

*Students expected to open each module to find what to COMPLETE, what to READ, what to PRACTICE, what to WATCH or what to REVIEW. Students that do not look under 'COMPLETE' are likely to miss out on critical graded task details, and bonus offers.

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F-1 Visa:

For this 100% online course, be aware of F-1 Visa regulations:

Federal regulations state that students may apply only 3 fully-online semester credit hours (SCH) to the hours required for full-time status for [F-1 Visa \(PDF\)](#) holders. Full-time status for F-1 Visa students is 12 hours for undergraduates and 9 hours for graduate students.

HOW Performance is Evaluated

Every test/quiz/exam may contain a mix of short answers or essay questions- however students must write complete sentences with correct punctuation and capitalization to be considered for points. Incomplete answers that do not meet this criterion, even if correct, will not earn points. Other types of test/quiz/exam questions used includes formulas, categorization, matching, multiple answer, multiple choice and true/false.

Mid-term and Final Exam requires Respondus Lockdown Browser with webcam – students may use their personal written or typed notes but may not have a cell /smart phone. Any student that covers their webcam or does not have a webcam needs to plan to take these types of exams at a university proctored location.

LinkedIn Learning requirements ask students to complete a mini-course to earn a Certificate of Completion. The certificate uploaded to Canvas with the student's name is the only way to earn points associated with these tasks, if asked.

Written assignments, either issued for individual, partners, or teams will have rubrics. These rubrics are used to give students a description of performance expectations and point value associated with meeting expectations.

Packback is an artificial intelligence feature in Canvas that may be used to challenge student's knowledge on the course material by conducting secondary research. Packback may or may not include requirements to interact with other students. For this course, a curiosity score of 75 is the minimum expectation to earn points for any Packback challenges.

Details are covered in CANVAS, click on SYLLABUS, and click on How your performance is Evaluated. The page in CANVAS provides illustrations and videos to help you succeed.

Course level grading scheme (end of course):

- A = 765 – 850, a minimum of 90% of points
- B = 680 – 764, a minimum of 80% of points
- C = 595 – 679, a minimum of 70% of points
- D = 510 – 594, a minimum of 60% of points
- F = / < 509

Grades are based on mastery of the content. I do not grade on a “curve” because that is a comparison of your outcomes to others. I do, however, encourage you to find opportunities to learn with and through others. Explore Navigate's Study Buddy (<https://navigate.unt.edu>) tool to join study groups. Maximize your learning with our coaching staff at the Learning Center. Focus on areas where you are struggling in this course by reading, watching, reviewing or listening more than once. Taking notes is essential. Forward together! I am happy to coach a study group before any major exam or assignment.

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ADA accommodation statement:

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 Access (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 accommodation 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 Access](http://www.unt.edu/oda) website (<http://www.unt.edu/oda>). You may also contact ODA by phone at (940) 565-4323.

Summary of Course Activities

3 Exams	210 points	~25% of course
4 Research Assignments	200 points	~24% of course
6 Certifications	300 points	~35% of course
14 Chapter quizzes	140 points	~16% of course

EAGLE ALERT FOR CAMPUS CLOSURE NOTICES

Students are notified by Eagle Alert if there is a campus closing that will impact a class and describe that the calendar is subject to change, citing the [Emergency Notifications and Procedures Policy](https://policy.unt.edu/policy/06-049) (<https://policy.unt.edu/policy/06-049>).

In addition to standards for success in courses, there are UNT policies and procedures found at the [Student Support Services & Policies](https://clear.unt.edu/student-support-services-policies) page (<https://clear.unt.edu/student-support-services-policies>). I encourage students to read and absorb these important processes. A 10-question quiz about current institutional policies and resources is available in Canvas Commons. To access and upload the quiz to your course, follow the [Syllabus Quiz Access](https://acrobat.adobe.com/link/track?uri=urn:aaid:scds:US:58ff8b2b-e3e5-47c1-a6a7-d3d35bdb82a9) directions (<https://acrobat.adobe.com/link/track?uri=urn:aaid:scds:US:58ff8b2b-e3e5-47c1-a6a7-d3d35bdb82a9>).

Absence Policy

I have great respect for students who are balancing the demands of their coursework with the responsibilities of caring for family members therefore I try to afford students a minimum of two weeks of material to manage these responsibilities throughout the semester. If you are missing a deadline (any due date) I consider you absent. After two absences I will reach out to the Dean of Students to inquire about your attendance. Please contact the Dean of Students if you will be absent for illness, death, or other life challenges.

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Late Policy

Due dates missed are not the end of the world. Students can submit late work; however, every day late is a 25% penalty in respect to those students submitting work on-time.

When Grades are Posted

Recognizing how important it is to know your grade, remember you can, at any time, calculate your status in the course by taking the points earned and dividing by points possible.

If we have any of the following tasks, this is when you can expect grades to post:

- LinkedIn Learning - grades are posted about 2 days **after the due date**.
- Quiz/Test/Exam without short answer questions - grades are posted immediately within Canvas.
- Quiz/Test/Exam with short answer questions - grades are posted within about 2 days **after the due date**.
- Packback - any student that is **on time** receives grades posted **within 24 hours after the due date**-the problem is with Late submissions it may take one to two weeks to post a late grade after the due date -sorry this is like a written assignment for review it takes time, multiple classes, multiple students. **Be on time for your success.**
- Written Assignments (any individual, group/team, or pairs of students) -grades are posted within about 5-7 days **after the due date**.

If any of these expectations cannot be met - I promise to inform you.

This is the end of the syllabus.

This information is covered using the Syllabus menu item in CANVAS.

The Syllabus menu item is a feature that permits me to give each of these details in bite sizes along with illustrations, videos, and audios. I encourage you to open the Syllabus in CANVAS to access any videos (for example PACKBACK) or audios (for example my explanation of Navigating the course) to support your success!

Please clear up questions about this Syllabus with me personally before the end of Module 1.

Best wishes, Dr. Mims

p.s. Typo's are not intentional, therefore I appreciate a quick message from you if you find a typo a broken link or something that just doesn't make sense!