CONSUMER BEHAVIOR
SYLLABUS

Instructor: Dr. Yuna Choe
Email: yuna.choe@unt.edu
Office: BLB358K

COURSE DESCRIPTION

Marketing begins and ends with the consumer, from determining the consumers’ wants and needs to providing customer satisfaction. Thus, a clear understanding of the principles and concepts of consumer behavior is critical to creating a successful marketing strategy. This course examines how psychological and cultural processes influence how people buy, use, or experience products and services. By taking this class you should learn to analyze consumer behavior and be able to recommend marketing strategies based on theory and empirical evidence.

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 consumer’s 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.
COURSE STRUCTURES

This course takes place 100% online. Your interaction with your fellow students and with me will take place in Canvas. There are 14 weeks of content that you will move through. I will open up a new module each week.

Prerequisites: MKTG3650 or MKTG3651

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 textbook:
A textbook is required for this course. As this is a self-paced online course, you will be asked to read textbook along and complete weekly assignments and quizzes.


Please read the information about the required textbook in detail under Modules > Introduction > Required textbook and materials.

Communications:

Office hours: Tuesdays from 1:00 – 2:00 pm or by appointment (zoom or in-person)
In-person office location: BLB 358K
Online office hour location: https://unt.zoom.us/j/86044673015

* If the regular office hour does not work for you, please contact me via email and set up an appointment. The best way to contact me is via email. I check it regularly and will try to get back to you as soon as possible, most likely within 48 hours unless it is a weekend or holiday.

For GENERAL questions, I would prefer that they go through the Q&A forum in the Discussion Board area. Either I will answer it, or one of your classmates could. This way, we can all benefit from the questions asked, and they can be answered in a venue that the whole class can see. You may also want to find someone in class with which to be a “buddy.” This will give you at least one other person who you can email with questions.


COURSE REQUIREMENTS

<table>
<thead>
<tr>
<th>Evaluations</th>
<th>Points</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Assignments</td>
<td>15 Assignments 150 (10 pts ea.)</td>
<td>30%</td>
</tr>
<tr>
<td>Weekly Quizzes</td>
<td>15 Quizzes 150 (10 pts ea.)</td>
<td>30%</td>
</tr>
<tr>
<td>Case Study</td>
<td>5 Cases 50 (10 pts ea.)</td>
<td>10%</td>
</tr>
<tr>
<td>Mini Simulations</td>
<td>5 Mini Sims 50 (10 pts ea.)</td>
<td>10%</td>
</tr>
<tr>
<td>Exam</td>
<td>1 Exam 50</td>
<td>10%</td>
</tr>
<tr>
<td>Research participation</td>
<td>10 credits Translated to 50</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100%</td>
</tr>
</tbody>
</table>

All assignments, quizzes, case study, and simulations are due Sunday 11:59pm of that week. For example, weekly assignment for week 1 (8/29 - 9/4) is due 9/4 at 11:59pm.

Weekly Assignments (15 assignments, 10 pts each)

For each week, there will be a short video assignment that you need to watch and answer five questions about the video. Students have two attempts to complete.

Weekly Quizzes (15 quizzes, 10 pts each)

A quiz of 25 questions that can help you review the week’s content. Students have two attempts to complete.

Case Study and Mini Simulations (10 items total, 10 pts each)

For some interesting chapters, there will be either a case study or mini simulation. A case study consists of a short reading (around 3 paragraphs) about a company or business case, and you will be asked to answer five questions. In a mini simulation, you will be put in a situation for a company or business, and make choice and decisions as a marketer.

Exam (1 exam, 50 pts)

As a wrap for the semester, there will be one cumulative exam. Questions of the exam will be very similar to your weekly quizzes.

Research participation (10 REP credits, later converted to 50pts for this class)

As part of your learning experience in this course, you will be required to participate in research studies to gain experience with the research process and learn about methods and scaling techniques. Your participation in these research studies will make up 10% of your final class grade.

To fulfill the requirement, you must create an account on the College of Business REP webpage—unt-cob.sona-systems.com—which allows you to browse and sign up for available studies. DO NOT sign up for the SONA in the Psychology Department! Use the CoB SONA link provided above.

The amount of credit assigned is based on the length of time the study takes to complete and whether you participate online or in-person in the COB behavioral Lab (BLB 279):
Online Studies
- <15 minute studies = 1 credit
- 15-30 minute studies = 2 credits
- >30 minute studies = 3 credits

In-Person Lab Studies (Behavioral Lab - BLB 279)
- <15 minute studies = 3 credits
- 15-30 minute studies = 4 credits
- >30 minute studies = 5 credits

To fulfill the 10% course requirement, you must earn a total of 10 REP credits throughout the semester (i.e., 1 credit = 1 percent of your final grade). All credits earned will be added to your final course grade at the end of the semester. Additional extra credit points may be available at my discretion.

➢ To sign up, please visit unt-cob.sona-systems.com. If you have questions, DO NOT contact me. Instead, contact the SONA managers via email at RCoBRep@unt.edu. Your questions will be addressed promptly, usually within 24 hours.

Please Note:
1) Access the studies early and often to make sure you have first access to available studies. Once you sign up, the lab manager will update you periodically about newly posted studies.
2) Make sure you assign your credits to the correct course. This course is: MKTG4120.007.
3) If you do not want to participate in the posted studies, you can complete a 2-page research article critique for 2 points of REP credit each. To do so, please email RCoBRep@unt.edu and they will assign you an article to critique.

Deadlines for Participation: Last day to participate in SONA for Fall semester: Dec 2nd, 5:00 PM.
FINAL GRADE

For your final grade in this course, I will use the following grading scale:

<table>
<thead>
<tr>
<th>Average %</th>
<th>Letter Grade</th>
<th>Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100</td>
<td>A</td>
<td>4.00</td>
</tr>
<tr>
<td>80-89.9</td>
<td>B</td>
<td>3.00</td>
</tr>
<tr>
<td>70-79.9</td>
<td>C</td>
<td>2.00</td>
</tr>
<tr>
<td>60-69.9</td>
<td>D</td>
<td>1.00</td>
</tr>
<tr>
<td>&lt; 60</td>
<td>F</td>
<td>0.00</td>
</tr>
</tbody>
</table>

The faculty of the Department of Marketing is committed to creating a first-class learning environment for students that is academically challenging and rigorous. The faculty strives to assure that academic grades provide a reliable signal about students' academic achievement levels in Marketing.

It is our expectation that the letter grade of A is reserved for those students demonstrating excellent performance (significantly above average), letter grade of B for students who demonstrate good performance (above average), a letter grade of C for student demonstrating satisfactory performance (average performance), etc.

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 and provides documentation with 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.
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.

Academic Integrity

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

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

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

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

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

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

**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.

Technology

In class use of laptop computers is restricted for note taking purposes ONLY. Communication devices (cell phones, iPads, etc.) capable of sending and/or receiving electronic communication and all entertainment devices are to be turned off and kept off throughout each class session. The use of these devices during class is disruptive to the learning environment and will count significantly against your attendance and participation score. The use of cameras, video cameras and recording devices on mobile phones, laptops, tablets, etc. to take photos of the white board or projected materials, and/or audio recordings of lectures during class sessions are strictly prohibited.

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.
**TENTATIVE COURSE SCHEDULE**

*Note:* The following is the schedule for the semester and is subject to change at my discretion. It is the student's responsibility to be aware of announced changes to this schedule.

<table>
<thead>
<tr>
<th>Wk</th>
<th>Dates</th>
<th>Chapter</th>
<th>Weekly Tasks</th>
<th>Case / Sim</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8/29-9/4</td>
<td>1. Introduction to Consumer Behavior</td>
<td>Ch 1 Quiz, Video Assignment</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>9/5-9/11</td>
<td>3. Perception</td>
<td>Ch 3 Quiz, Video Assignment</td>
<td>Case 1</td>
</tr>
<tr>
<td>3</td>
<td>9/12-9/18</td>
<td>4. Learning and Memory</td>
<td>Ch 4 Quiz, Video Assignment</td>
<td>Sim 1</td>
</tr>
<tr>
<td>4</td>
<td>9/19-9/25</td>
<td>5. Motivation and Affect</td>
<td>Ch 5 Quiz, Video Assignment</td>
<td>Case 2</td>
</tr>
<tr>
<td>5</td>
<td>9/26-10/2</td>
<td>6. The Self</td>
<td>Ch 6 Quiz, Video Assignment</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>10/3-10/9</td>
<td>7. Personality, Lifestyles, and Values</td>
<td>Ch 7 Quiz, Video Assignment</td>
<td>Sim 2</td>
</tr>
<tr>
<td>7</td>
<td>10/10-10/16</td>
<td>8. Attitudes and Persuasion</td>
<td>Ch 8 Quiz, Video Assignment</td>
<td>Case 3</td>
</tr>
<tr>
<td>8</td>
<td>10/17-10/23</td>
<td>9. Decision Making</td>
<td>Ch 9 Quiz, Video Assignment</td>
<td>Sim 3</td>
</tr>
<tr>
<td>9</td>
<td>10/24-10/30</td>
<td>10. Buying, Using, Disposing</td>
<td>Ch 10 Quiz, Video Assignment</td>
<td>Case 4</td>
</tr>
<tr>
<td>10</td>
<td>10/31-11/6</td>
<td>11. Group Influences and Social Media</td>
<td>Ch 11 Quiz, Video Assignment</td>
<td>Sim 4</td>
</tr>
<tr>
<td>11</td>
<td>11/7-11/13</td>
<td>12. Income and Social Class</td>
<td>Ch 12 Quiz, Video Assignment</td>
<td>Case 5</td>
</tr>
<tr>
<td>12</td>
<td>11/14-11/20</td>
<td>13. Subcultures</td>
<td>Ch 13 Quiz, Video Assignment</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>11/21-11/27</td>
<td>14. Cultures</td>
<td>Ch 14 Quiz, Video Assignment</td>
<td>Sim 5</td>
</tr>
<tr>
<td>14</td>
<td>11/28-12/4</td>
<td>Guest Lecture Video</td>
<td>Exam prep quiz, Video Reflection</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>12/5-12/11</td>
<td>Exam</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>12/12-12/16</td>
<td>Wrap up</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>