**MISSISSIPPI VALLEY STATE UNIVERSITY**

**Department of Business – Business Administration Program**

**BA 445-01 Consumer Behavior**

**Fall 2023**

**Dr. M.L Shepherd**

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Office Hours: Tues & Thurs 9:30 am - 12:00 pm.; Wed 10:00 am – 12:00 pm

Virtual Office Hours via mvsu.mywconline.edu: Mon 5:00 pm - 6:00 pm and Wed 5:00 pm - 7:00 pm

Day, Time and Location of Class Meeting: Tues & Thurs 8:00 am - 9:15 am BEB Room 214

**Required Course Resources**

*Consumer Behavior 9*th edition, Babin & Harris, ISBN **978-0-357-51820-5**

*Publication Manual of the American Psychological Association* 7th edition**,** ISBN **978-1-4338-3216-1**

Students must submit all assignments through Canvas. Canvas is connected to *Turnitin* through an external link. Submitted assignments will be checked for grammar and plagiarism. Similarity percentages should state no more than 10% similarity. *Turnitin* provides students the opportunity to further develop their writing skills. If you have any problems, please call or email me. Only assignments submitted through Canvaswill be accepted for grading.

# Catalog Course Description: (3 hrs)

An interdisciplinary approach to the analysis and interpretation of consumer habits, motives, and the resultant purchase of goods, services, and ideas. The purchaser's psychological, economical, and sociocultural actions and reactions are stressed as they relate to improve understanding of consumption.

**Student Learning Outcomes (SLO)**

Upon completion of the course, students will be able to:

1. Define existing consumer behavior concepts, theories, and models.
2. Identify the marketing components that influence consumer decision-making.
3. Integrate consumer behavior frameworks into effective strategic marketing plans.

**Course Requirements**

Junior or consent of the instructor.

**Course Support**

I will be the primary person you communicate with during this course. It is important to let me know if you are having trouble, or if you have any questions about your course. Please contact me when you have questions regarding:

* Course content
* Assignments, quizzes, tests, projects or your grade

**Student Support Services (Canvas)**

Supported Browsers

Canvas supports the current and first previous major releases of the following browsers:

· Chrome 95 and 96 · Firefox 94 and 95 (Extended Releases are not supported\*)

· Edge 94 and 95 · Respondus Lockdown Browser (supporting the latest system requirements)

· Safari 14 and 15 (Macintosh only)

You can verify that the browser you are currently using is up to date by using the browser checker tool in the link below. https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Canvas/ta-p/66

Important note: If you need help downloading one of these browsers, The Online and Distance Education Staff will be happy to help you. They can be reached at 662-254-3913 or 662-254-3624. Additionally, you may submit a helpdesk ticket by emailing DistanceEd@mvsu.edu.

**Grading**

Each student must own a textbook and bring the book to each class. Students are required to read and study the chapter assigned and be prepared to ask questionsduring class. You are encouraged to study chapter definitions, review questions, and PowerPoint slides.

Final grades will be comprised of the following assignments:

1. **Class attendance and participation: Class attendance and participation:** Students are advised to attend each class meeting as attendance and participation grades will be given. In-class team projects and other assignments will also be assigned as part of the participation grade. (Total points 104 = 4 points x 26 class meets)
2. **Individual/Team Assignments**. Individual and team assignments will be given over the semester. Refer to syllabus Additional instructions and grading components will be given on a separate document.(100 points each)
3. **Midterm Team Project (Report and Presentation):** Teams of 4-5 students will be formed and the teams will prepare an oral and written presentation. Oral (PowerPoint, Canva, etc.) and written presentations must be prepared with full participation from each member of the team. Written reports must be formatted according to APA version 7 guidelines and include title and reference pages. Additional instructions and grading components will be given on a separate document. (Total Points 200)
4. **Final Team Project (Report and Presentation)**: Teams of 4-5 students will be formed and the teams will prepare a final oral and written presentation. Oral (PowerPoint, Canva, etc.) and written presentations must be prepared with full participation from each member of the team. Written reports must be formatted according to APA version 7 guidelines and include title and reference pages. Additional instructions and grading components will be given on a separate document. (Total Points 200)

NOTE: There is NO extra credit (assignment), and student will not be given an incomplete for this course!

**Grading Scale**

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

**Grade Appeals**

Any student who believes s/he has been graded unfairly during a semester should work actively and positively with me to resolve the matter informally. If the student believes that the grading issue has not been satisfactorily resolved, s/he should appeal the grade by following University procedures as outlined in the Student Handbook. When submitting a written complaint regarding grading practices, it is imperative that the student keep copies of supporting documentation (*course syllabus, graded assignments, a portfolio of other graded work from the course, including homework, projects, tests, and other assignments, if available*).

**Make-up Policy**

No make-up assignments will be given. Late assignments may only be submitted upon expressed consent by me. All discussions and assignments must be completed and submitted in *Canvas* by the due dates listed on the syllabus.

**Attendance and Participation Policy:**

You are expected to be present and participate in all class discussions and assignments every date that class meets. Report of Non-Attendance for the semester will be recorded on **Friday, September 15, 2023**.

**Submission of Work**

Scheduled assignments must be completed and successfully submitted by due dates and time. Late submission of assignment will not be accepted, no exceptions will be made. All assignments must be submitted through *Canvas*.

**Special Needs and Accommodations**

Mississippi Valley State University is committed to providing reasonable accommodations for students with a documented disability. If a student has a disability that qualifies under the Americans with Disability Act (ADA) and requires accommodations, he/she should contact the Services for Students with Disability Office to obtain this service. Disabilities covered by the ADA may include learning, physical, psychiatric, vision, hearing, or chronic health disorders. Students who are uncertain if their condition/disability is qualified should contact the SSD Office.

Mrs. Kathy Brownlow/ ADA Coordinator  
Social Science Building Office 105   
Phone/e-mail: 662-254-3443, kbrownlow@mvsu.edu.

**Academic Integrity**

All acts of academic dishonesty, including, but not limited to, cheating on exams, plagiarism, internet papers, paraphrasing internet papers, presenting someone else’s work as your own, failing to meet academic and professional requirements, will result in an automatic “F”. The University’s academic honesty and plagiarism are enforced in this course.

**NOTE:** I will be happy to assist you with any course-related issues during my office hours. However, if you are not available during office hours, appointments can be arranged to accommodate you.

**Course Schedule**

|  |  |  |
| --- | --- | --- |
| **Date** | **Chapter Readings/Topics** | **Graded Activities and Assignments** |
| **Aug 22** |  |  |
| * Introductions and Syllabus review |  |
| **Aug 24** | * Chapter 1/What is CB and Why Should I Care? |  |
| **Aug 29** | * Chapter Prep 1 **Assignment** | * Chapter Prep 1 **Assignment** |
| **Aug 31** | * Chapter 2/Value and the Consumer Behavior Value Framework |  |
| **Sep 5** | * Chapter Prep 2 **Group Activity** | * Chapter Prep 2 **Group Activity** |
| **Sep 7** | * Chapter 3/ Consumer Learning Starts Here: Perception | * **Sep 11** – Last Day to Drop/Add Classes * Registration Closes |
| **Sep 12** | * Chapter 4/Comprehension, Memory, and Cognitive Learning | * **Sep 12** - Financial Clearance |
| **Sep 14** | * Chapter 5/Motivation and Emotion: Driving Consumer Behavior | * **Sept 15** – Report of Non-attendance * Fall Graduation Applications Due |
| **Sep 19** | * Chapter Prep 5 **Group Activity** | * Chapter Prep 5 **Group Activity** |
| **Sep 21** | * Chapter 6/Personality, Lifestyles, and the Self-Concept |  |
| **Sep 26** | * Chapter 7/ Attitudes and Attitude Change |  |
| **Sep 28** | * Team Midterm Project Collaboration |  |
| **Oct 3** | * Team Midterm Project Collaboration |  |
| **Oct 5** | * Midterm Project Due | * Midterm Presentation * Academic Advisement **Oct 9-11 Virtual and In-Person** |
| **Oct 10** | * Chapter 8/Group and Interpersonal Influence |  |
| **Oct 12** | * Chapter 9/Consumer Culture |  |
| **Oct 17** | * Chapter Prep 9 **Assignment** | * Chapter Prep 9 **Assignment** |
| **Oct 19** | * Chapter 10/Microcultures |  |
| **Oct 24** | * Guest Speaker |  |
| **Oct 26** | * Chapter 11/Consumers in Situations |  |
| **Oct 31** | * Chapter 12/Decision Making I: Need Recognition and Search |  |
| **Nov 2** | * Chapter 13/Decision Making II: Alternative Evaluation and Choice | * **Nov 3** – Last Day to Withdraw From a Class |
| **Nov 7** | * Chapter 14/Consumption to Satisfaction |  |
| **Nov 9** | * Chapter 15/Beyond Consumer Relationships | * **Nov 10** – Last Day to Withdraw from the University |
| **Nov 14** | * Chapter 16/Consumer and Marketing Misbehavior |  |
| **Nov 16** | * Team Final Project Collaboration | * Instructions to be given. |
| **Nov 20 - 24** | * Fall Break/Thanksgiving Holiday |  |
| **Nov 28** | * Team Final Project Collaboration |  |
| **Nov 30** | * Team Final Project Collaboration |  |
| **Dec 5** | * Graduating Seniors Final Project Presentation | * Final Presentation |
| **Dec 7** | * Team Final Project Collaboration |  |
| **Dec 11-15** | * Final Project Presentation | * Final Presentation |

**NOTE:** This document does not constitute a contract with the University. It contains guidelines. The instructor reserves the right to make changes as necessary in the syllabus.