**MISSISSIPPI VALLEY STATE UNIVERSITY**

**Department of Business – Business Administration Program**

**Consumer Behavior BA 445-01**

**Fall 2018**

**Dr. M.L Shepherd**

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Office Hours: Tuesdays & Thursdays 9:30 am – 1:30 pm

Wednesdays 9:00 am – 11:00 am

Mondays & Fridays by appointment

Day, Time and Location of Class Meeting: Tuesdays and Thursdays, 8:00 – 9:15 am, BEB Room #214

**Required Course Resources**

*Consumer Behavior* 7th edition, Babin & Harris, ISBN **978-1-305-40323-9**

Students must submit all assignments to *Turnitin* to be checked for grammar and plagiarism. *Turnitin* can be accessed through the link <https://www.turnitin.com>. ALL students must register through *Turnitin*. Only assignments submitted through *Turnitin* will be accepted for grading.

The **Class ID** for registration for this class is **18692589** and the **Enrollment Password** is **10498**. 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.

The textbook for this course is available on Reserve at the Circulation Desk at the James H. White Library for a 2-hour load period. Books must stay in the Library. Please take advantage of this resource, but keep in mind that copies of textbooks for each course are limited and may be in use by another student, particularly right before an assignment or reading is due. So, plan your textbook use accordingly.

# 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 (Blackboard)**

Mr. Mack A. Pendleton,eLearning Manager

Education Building, Room #119

Telephone: 662.254.3114

**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:

1. **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 112)(Total contact minutes 2250)
2. **Team Assignments.** Teams will be formed and members will analyze and present assignments.(100 points each)
3. **Midterm Team Assignment.** (Total points 100)
4. **Beyond the Classroom Presentations.** (Total points 200 – 100 per assignment)
5. **Final Project.** (Total points 100)

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**

All assignments are due by December 6, 2018.

**Attendance and Participation Policy:**

You are expected to be present and participate in all classes.

**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 to the instructor.

**Special Needs and Accommodations**

Mississippi Valley State University is committed to providing reasonable accommodations for students with a documented disability. If you feel you are eligible to receive accommodations for a covered disability (medical, physical, psychiatric, learning, vision, hearing, etc.) and would like to request it for this course, you must be registered with the Services for Students with Disabilities (SSD) program administered by University College. It is recommended that you visit University College to register for the program at the beginning of each semester. If you are determined to be eligible after your confidential consultation, you will be provided with a Memo of Accommodations that must be submitted to each of your instructors. For more information or to schedule an appointment, please visit University College located in the H.G. Carpenter Building or call (662) 254-8376 or 8433.

**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 21** |  |  |
| * Introductions and Syllabus review |  |
| **Aug 23** | * Chapter 1/What is CB and Why Should I Care? |  |
| **Aug 28** | * Chapter Prep 1 **Assignments** |  |
| **Aug 30** | * Chapter 2/Value and the Consumer Behavior Value Framework |  |
| **Sep 4** | * Chapter Prep 2 **Group Activity** |  |
| **Sep 6** | * Chapter 3/ Consumer Learning Starts Here: Perception |  |
| **Sep 11** | * Chapter 4/Comprehension, Memory, and Cognitive Learning |  |
| **Sep 13** | * Chapter 5/Motivation and Emotion: Driving Consumer Behavior |  |
| **Sep 18** | * Chapter Prep 5 **Group Activity** |  |
| **Sep 20** | * Chapter 6/Personality, Lifestyles, and the Self-Concept |  |
| **Sep 25** | * Chapter 7/ Attitudes and Attitude Change |  |
| **Sep 27** | * Team Midterm Project |  |
| **Oct 2** | * Team Midterm Project |  |
| **Oct 4** | * Mid-term Assignment Due |  |
| **Oct 9** | * Chapter 8/Group and Interpersonal Influence |  |
| **Oct 11** | * Chapter 9/Consumer Culture |  |
| **Oct 16** | * Chapter Prep 9 **Assignments** |  |
| **Oct 18** | * Chapter 10/Microcultures |  |
| **Oct 23** | * Guest Speaker |  |
| **Oct 25** | * Chapter 11/Consumers in Situations |  |
| **Oct 30** | * Chapter 12/Decision Making I: Need Recognition and Search |  |
| **Nov 1** | * Chapter Prep 12 **Assignments** |  |
| **Nov 8** | * Chapter 13/Decision Making II: Alternative Evaluation and Choice |  |
| **Nov 10** | * Chapter 14/Consumption to Satisfaction |  |
| **Nov 13** | * Chapter 15/Beyond Consumer Relationships |  |
| **Nov 15** | * Chapter 16/Consumer and Marketing Misbehavior |  |
| **Nov 19 -25** | * Thanksgiving Holiday |  |
| **Nov 27** | * Review/Study Guide |  |
| **Nov 29** | * Review/Study Guide |  |
| **Dec 3 - 7** | * Final Exam |  |

**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.