



**Texas A&M University-Central Texas  
MKTk 3316—110: Consumer Behavior (Online)  
Course Syllabus  
Summer 2018**

**Professor:** Dr. Dalila Salazar  
**Email:** Canvas Inbox  
**Telephone:** (254) 519-5770  
**Office Hrs:** Virtual Hours by Appointment

### **I. COURSE OVERVIEW**

- a. Course Description:** This course provides an examination of the psychological and sociological factors affecting buying behavior. More specifically, you will learn about various external and internal influences affecting the field of consumer behavior. Such influences include cross-cultural variations, subcultural impacts, perception, learning, motivation, attitude, and self-concept, among others.
- b. Student Learning Outcomes:** At the close of the semester, students should display the following competencies:
1. Differentiate between internal and external influences affecting consumer behavior.
  2. Understand and apply the Consumer Decision Process.
  3. Understand and apply at least five well-tested and useful consumer behavior theories.
- c. Method of Instruction:** This course is a 100% online course utilizing the TAMUCT Canvas Learning Management System [<https://tamuct/instructure.com>]. Students will access all course materials, assignments, exams, student-instructor and student-student communication, and resource links via the Canvas website. *Online learning requires students to be very self-disciplined. Make sure you understand and are prepared to comply with all required class assignments and deadlines.* If you have a question about the syllabus or course expectations, you should post those questions on the "Course Q&A" Discussion Forum.
- d. Required Textbook:**  
Mothersbaugh and Hawkins. (2016). *Consumer Behavior: Building Marketing Strategy*. (13<sup>th</sup> edition). McGraw-Hill. ISBN#978-1-259-23254-1. No access code is required.

Students may purchase or rent the print text or digital text at their chosen retail or online store. One potential online resource is [bigwords.com](http://bigwords.com). *The book must be purchased and received within the first week of class.*

## II. INSTRUCTOR COMMUNICATION AND CONTACT INFORMATION

- a. **Student/Professor Interaction:** During a virtual appointment, I will be at my computer and readily available for rapid message response. Teleconferences may also be scheduled. I encourage students to set up appointments with me to ask any questions about assignments, get clarity on concepts, and/or review grading status in the course. I am readily accessible through email, which I check multiple times a day during the week and once a day on weekends. Please be sure to allow plenty of lead time prior to a due date if asking about an assignment.
- b. **Email Etiquette:** When communicating via email, students must make certain to adhere to the following email etiquette standards: (1) begin a message with a greeting (2) formally address the person being emailed (use Mr., Ms., Mrs., Dr., Professor, or other appropriate title followed by the person's last name), (3) state the purpose of the email, and (4) add a signature, including name and contact information. Failure to adhere to this policy will result in the deduction of 75 points from your overall grade.

## III. TECHNOLOGY

- a. **Technology Requirements:** This course will use the Texas A&M University-Central Texas Instructure Canvas learning management system. To logon to Texas A&M University-Central Texas Canvas go to [<https://tamuct.instructure.com>]. Effective use of Canvas navigation and tools is critical for success in this course.
- b. **Canvas Support:** Use the Canvas Help link, located at the bottom of the left-handed menu, for issues with Canvas. You can select "Chat with Canvas Support," submit a support request through "Report a Problem," or call the Canvas support line: 1-844-757-0953.
- c. **Other Technology Support:** For log-in problems, contact Help Desk Central. Support is available 24 hours a day, 7 days a week:

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)  
Phone: (254) 519-5466  
Web Chat: [<http://hdc.tamu.edu>]

Please let the support technician know are a student at Texas A&M University-Central Texas.

*Dr. Salazar should be consulted via the "Course Q&A" discussion forums or messages for course content issues NOT technology issues. (Technology issues should be directed to the resources provided above).*

## IV. COURSE REQUIREMENTS

- a. **Introduction Post:** The introduction post will assist students and the Professor in becoming acquainted with one another. Instructions for the post will be provided on the first week of class. The introduction post is worth 20 grading points.

- b. Discussion Posts:** There will be three discussion posts. Each post will be due on the dates stipulated in the tentative course outline. Instructions for the discussion posts will be given in conjunction with the first assigned discussion. For each individual post, students will be required to respond to **three** peer posts. Each discussion post (including peer posts) is worth 20 grading points.
- c. Exams:** There will be three exams. Each exam will test students' knowledge of the key frameworks and concepts. The test will contain multiple choice, true/false, and open ended questions. The exams will be based on concepts learned from the text as well as concepts learned during lectures. The chapter PowerPoint lectures, key terms, and publisher provided self-quizzes are all useful study guides for the exams. In addition, students are encouraged to take notes on supplementary material not covered in the text. Each exam is worth 100 grading points.
- d. Journal Exercises:** There will be two journal exercises. These journal exercises will require students to reflect on a personal experience while applying the consumer behavior-related concepts learned throughout the text and supplementary material. Each journal entry response will be due on the dates stipulated in the tentative course outline. Instructions for the journal exercise will be given in conjunction with the first assigned journal. Each exercise is worth 35 grading points.
- e. Consumer Behavior (CB) Analysis Project:** Students will be required to complete a CB analysis project. The project requires students to observe and record consumption behavior taking place during July 4<sup>th</sup> sales events. Therefore, students are required to dedicate time on Monday, July 4<sup>th</sup> toward completing the observational portion of the project. More detailed project information will be distributed in the appropriate module. The CB analysis project and supporting material is worth 100 grading points.

## **V. PROFESSIONAL WRITING, COMMUNICATION STANDARDS, AND RESOURCES**

- a. Course Communication Standards:** Professional level writing and communication are critical skills in the business world. This standard should be displayed in all assignments for this class. All communications, both to the Professor and student colleagues should be kept professional; this includes Discussion Board postings and messages correspondence. For writing assignments, all work should be proofread, free of grammatical errors, and include proper citations.
- b. University Writing Center:** Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 10am-4pm Monday-Thursday during the summer with online hours available Monday-Thursday from 6:00-9:00pm. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via WOnline at [<https://tamuct.mywconline.com/>]. In addition, students can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) to schedule an online tutoring session. Tutors are prepared to help writers of all levels and abilities at any stage of the writing process.

While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas

and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether students need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If students have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu).

- c. Tutoring:** Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If students have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or have any other question, contact Academic Support Programs at (254) 519-5796, or by emailing Dr. DeEadra Albert-Green at [deeadra.albertgreen@tamuct.edu](mailto:deeadra.albertgreen@tamuct.edu).

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive FREE online tutoring and writing support. This tool provides tutoring in over 40 subject areas. Access Tutor.com through Canvas.

- d. University Library:** The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 85,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our Library website [<http://tamuct.libguides.com/index>].

## VI. GRADING POINTS AND POLICIES

- a. The following outlines all of the assignments and their corresponding weights:
- |  |            |               |
|--|------------|---------------|
| Introduction Post                      | 20         | points        |
| Discussion Posts (3 @ 20 points each)  | 60         | points        |
| Exams (3 @ 100 points each)            | 300        | points        |
| Journal Exercises (2 @ 35 points each) | 70         | points        |
| Consumer Behavior Project              | 100        | points        |
| <b>Total Possible Points</b>           | <b>550</b> | <b>Points</b> |
- b. **Grading Policy:** Minimum points required for a specific course grade are noted on the table below. Minimum points required for a specific course grade will NOT be revised for any reason.

Course Grade	Calculation	Minimum Points Required
A	90% X 550	495
B	80% X 550	440
C	70% X 550	385
D	60% X 550	330
F	50% X 550	275 & below

- a. **Posting of Grades:** All student grades will be posted on the Blackboard Grade book and students should monitor their grading status through this tool. Grades on Exams will be available once the availability period for the Exam has passed. Other assignment grades will be available within one week of the submission deadline.
- b. **Late Submissions:** Late submission will not be allowed in this course unless the student or a family member in the student's immediate care experiences a medical emergency. Students must communicate this information to Dr. Salazar at the soonest available time **PRIOR to or on the day of** the deadline; the request for deadline extension must be accompanied with a doctor or hospital note as back-up.

## VII. COURSE AND UNIVERSITY POLICIES/PROCEDURES

- a. **Academic Integrity:** Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact the instructor before taking a course of action. *A found incidence of Academic*

*Dishonesty for any assignment, project, or exam in this class will result in 0 points. Multiple incidences will result in an F course grade.*

- b. Academic Accommodations:** At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university's programs, services and activities. If a student believes he/she has a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. Any information provided is private and confidential and will be treated as such.

For more information please visit our Access & Inclusion web page [<https://www.tamuct.edu/student-affairs/access-inclusion.html>].

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit the Student Affairs web page [<https://www.tamuct.edu/student-affairs/index.html>]. Students may also contact the institution's Title IX Coordinator. If students would like to read more about these requirements and guidelines online, please visit the website [<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

- a. 911Cellular:** Emergency Warning System for Texas A&M University-Central Texas 911Cellular is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in 911Cellular through their myCT email account.

Connect at 911Cellular [<https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management>] to change where you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safety-related information, regardless of your location.

- b. Drop Policy:** If the student discovers that he/she needs to drop this class, a Drop Request Form [[https://www.tamuct.edu/registrar/docs/Drop\\_Request\\_Form.pdf](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf)] must be completed.

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the Academic Calendar for which the form

must be completed, signed and returned. Once you return the signed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

- c. A Note about Sexual Violence at A&M-Central Texas:** Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the Title IX webpage [<https://www.tamuct.edu/departments/compliance/titleix.php>].

- d. Copyright Notice.** Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

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### VIII. TENTATIVE COURSE OUTLINE/CALENDAR

- **Module content will be released at 12:00 a.m. Monday each week.**
- **All Assignments Weeks 1-8 are due at 11:59 p.m. Sunday, date in bold.**
- **\*\* - Denotes an exam week. Students will have one attempt to complete the exam. Exams will be released at 11:59 p.m. Saturday and closed at 11:59 p.m. Sunday of the week in which they are scheduled.**

1. 6/4- <b>6/10</b>	<b>MODULE 1: Introduction</b> Read and Study: <i>Chapter 1: Consumer Behavior and Marketing Strategy</i>	<ul style="list-style-type: none"> <li>• Introduction Post</li> <li>• Discussion Post 1</li> </ul>
2. 6/11- <b>6/17</b>	<b>MODULE 2: External Influences Part 1</b> Read & Study: <i>Chapter 2: Cross Cultural Variations / Chapter 3: Values</i>	<ul style="list-style-type: none"> <li>• Journal 1</li> </ul>
3. 6/18- <b>6/24</b>	<b>MODULE 3: External Influences Part 2</b> Read & Study <i>Chapter 4: Demographics and Social Stratification / Chapter 5: Subcultures</i>	<ul style="list-style-type: none"> <li>• Discussion Post 2</li> </ul>
4. 6/25- <b>7/1**</b>	<b>MODULE 4: External Influences Part 3</b> Read & Study <i>Chapter 6: Families and Households / Chapter 7: Group Influences on Consumer Behavior</i>	<ul style="list-style-type: none"> <li>• Exam I: Chapters 1-5</li> </ul>
5. 7/2- <b>7/8**</b>	<b>MODULE 5: Internal Influences Part 1</b> Read & Study <i>Chapter 8: Perception / Chapter 9: Learning, Memory, and Product Positioning</i>	<ul style="list-style-type: none"> <li>• July 4<sup>th</sup> Observation</li> <li>• Discussion Post 3</li> </ul>
6. 7/9- <b>7/15**</b>	<b>MODULE 6: Internal Influences Part 2</b> Read & Study <i>Chapter 10: Motivation, Personality, and Emotion</i> <i>Chapter 11: Attitudes and Influencing Attitudes</i> <i>Chapter 12: Self Concept and Lifestyle</i>	<ul style="list-style-type: none"> <li>• Exam II: Chapters 6-12</li> </ul>
7. 7/16- <b>7/22</b>	<b>MODULE 7: Consumer Decision Process Part 1</b> Read & Study <i>Chapter 13: Situational Influences / Chapter 14:</i>	<ul style="list-style-type: none"> <li>• Journal 2</li> </ul>

	<i>Consumer Decision Making and Problem Recognition / Chapter 15: Information Search</i>	
8. 7/23-7/29**	<b>MODULE 8: Consumer Decision Process Part 2</b> Read & Study <i>Chapter 16: Alternative Evaluation and Selection / Chapter 17: Outlet Selection and Purchase / Chapter 18: Postpurchase Processes, Customer Satisfaction, and Customer Commitment</i>	<ul style="list-style-type: none"> <li>• Submit CB Project through Canvas</li> <li>• Exam III: 13-18</li> </ul>

*Dr. Salazar reserves the right to make changes to this schedule should circumstances during the semester cause revision. Note the date below of this schedule. Should changes be necessary a revised schedule will be posted on the course web site, an announcement posted to that effect, and the new version will have a different date in the footer below.*