



Texas A&M University-Central Texas
MKTK 3316—110: Consumer Behavior (Hybrid)
Course Syllabus
Fall 2019
Class times: 2:30 p.m. – 3:45 p.m.
Location: Founders Hall (Room 210)

Professor: Mr. Elvis Ochoa
Email: Canvas Inbox
Telephone: (804) 586-6808
Office 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 hybrid course 50% in person and 50% online course utilizing the TAMUCT Canvas Learning Management System [<https://tamuct/instructure.com>]. Students will access course materials, assignments, Quizzes, student-instructor / student-student communication, and resource links via the Canvas website. **Online learning requires students to be incredibly self-disciplined. It is imperative that students read the syllabus thoroughly. Students must make certain they understand and are prepared to comply with all required class assignments and deadlines.** If there are questions about the syllabus or course expectations, students should ask for clarification on the first day of class.

The TAMUCT Canvas Learning Management System will be used to complete a portion of the required assignments throughout the semester. Moreover, supplemental materials will be made available through this learning system. This system may be accessed at <https://tamuct.instructure.com>. Students not familiar with Canvas should carefully review the access instructions detailed in section III of the syllabus.

d. Required Textbook:

Mothersbaugh and Hawkins. (2016). *Consumer Behavior: Building Marketing Strategy*. (13th edition). McGraw-Hill. ISBN# 9781259726392. **Access code is required.**

Students may purchase or rent the print text or digital text at their chosen retail or online store. *The book must be purchased and received within the first week of class.*

II. INSTRUCTOR COMMUNICATION AND CONTACT INFORMATION

- a. Student/Professor Interaction:** Teleconferences may be scheduled in place of face to face meeting. 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, make certain to adhere to the following email etiquette standards: (1) begin your message with a greeting (2) formally address the person you are emailing (use Mr., Ms., Mrs., Dr., Professor, or other appropriate title followed by the person's last name), (3) identify yourself and state the purpose of your email, and (4) add a signature, including your name and contact information. **Failure to adhere to this policy will result in the deduction of 25 points of the student's grade.**

III. TECHNOLOGY REQUIREMENTS

- 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 Tools and Resources:** Effective use of the Canvas Learning Management System is critical for success in this course. Logon to TAMUCT Canvas [<https://tamuct.instructure.com>].
Username: Your MyCT username
(xx123 or everything before the "@" in your email address)
Password: Your MyCT password
- c. 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.
- d. Personal Computer Set-Up:** When you log on for the first time this semester or whenever you use a different computer to access Canvas run a browser check to be sure each computer is set up properly. Issues with technology or your personal computer are not allowable reasons for missing a deadline or resetting an exam, so be sure you have the correct computer settings and have a back-up computer available.

- e. **Technology Issues & Troubleshooting:** For course technology issues, students should contact the TAMUCT Help Desk Central, available 24 hours a day, 7 days a week. The Canvas Support "Help" Desk contact information is as follows:

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

Mr. Ochoa should be consulted regarding course content issues. Technology issues should be directed to the Help Desk. When calling for support, please let your support technician know you are a TAMUCT student.

IV. COURSE REQUIREMENTS

- a. **Participation:** Participation points will be allocated to students based on in class discussions totalling **50 Grading Points**.
- b. **Semester Project:** There will be a semester project that will incorporate multiple theories discussed during the semester. An outline for this project will be provided in class on the second week. Make sure you thoroughly read the semester project instructions. It is a two-part assignment with two due dates worth 50 grading points each totaling **100 grading points**.
- c. **Mini Projects:** There will be a total of six mini projects. Each project will be due on the dates stipulated in the tentative course outline. Instructions for the projects will be given the Wednesday of the week in which the project is due. Each mini project is worth 25 grading points totaling **150 grading points**.
- d. **Quizzes:** There will be a total of 8 quizzes. The quizzes will test each student's knowledge of the key frameworks and concepts. The quiz will contain multiple choice, true/false, and open-ended questions. The quizzes will be based on concepts learned from the text as well as concepts learned through the additional resources in the modules. The chapter PowerPoint lectures, key terms, publisher provided self-quizzes, and added module resources are all useful study guides. Each quiz is worth 15 grading points totaling **120 grading points**.
- e. **LearnSmart Assignments:** There will be 18 LearnSmart assignments. These assignments will assist students in applying the consumer behavior-related concepts learned throughout the text. They are due on the dates stipulated in the tentative course outline. Each LearnSmart assignment is worth 10 grading points totaling **180 grading points**.
- f. **Exams:** There will be a total of two exams. The midterm will cover chapters 1-12 and the final will cover chapter 13-18. All Exams will be completed in class. Make up dates are for emergencies only and will be granted on a case by case basis. Each exam is worth 100 grading points totaling **200 grading points**.

V. GRADING POINTS AND POLICIES

- a. The following outlines all the assignments and their corresponding weights:

Participation	50	Points
Semester Project	100	Points
Mini Projects (6 @ 25 points each)	150	points
Quizzes (8 @ 15 points each)	120	points
LearnSmart Assignments (18 @ 10 points each)	180	points
Exams (2 @ 100 points each)	200	points
Total Possible Points	800	Points

- 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 800	720
B	80% X 800	640
C	70% X 800	560
D	60% X 800	480
F	50% X 800	400 & below

- a. **Posting of Grades:** All student grades will be posted on the Canvas Grade book and students should monitor their grading status through this tool.
- 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 Mr. Ochoa 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.

VI. 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 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 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.

- 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 deadra.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 workspaces, 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>].

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. Texas 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 your 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 coursegrade.*
- b. Academic Accommodations:** At Texas A&M—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 you believe you have a disability requiring reasonable accommodations, please contact the Department of Access and Inclusion at (254) 501-5831. Any information you provide is private and confidential and will be treated as such.

For more information please visit our Access & Inclusion webpage:
<http://www.tamuct.edu/departments/access-inclusion>.

TAMUCT supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and 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. For more information, please visit <https://www.tamuct.departments/index.php>. Students may also

contact the institution's Title IX Coordinator. If you would like to read more about these requirements and guidelines, please visit:

<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>

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. Drop Policy: If you discover that you need to drop this class, you must complete a Drop Request Form

[https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the University 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.

e. 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.*
- *Assignments are due by **11:59 pm on Friday** of the week assigned.*
- *Points denoted in parentheses.*

<p>1. Aug 26 – Aug 30</p>	<p>MODULE 1: Introduction Read and Study: Chapter 1: <i>Consumer Behavior and Marketing Strategy</i></p>	<ul style="list-style-type: none"> • LearnSmart (LS) Chapter 1 (10) • LS Chapter 2 (10) • Quiz 1 (15)
<p>2. Sept 2 – Sept 6 Monday Labor Day Will have class on Wednesday</p>	<p>MODULE 2: External Influences Part 1 Read & Study: Chapter 2: <i>Cross Cultural Variations</i> Chapter 3: <i>Values</i></p>	<ul style="list-style-type: none"> • LS Chapter 3 (10) • Project 1 (25)
<p>3. Sept 9 – Sept 13</p>	<p>MODULE 3: External Influences Part 2 Read & Study Chapter 4: <i>Demographics and Social Stratification</i> Chapter 5: <i>Subcultures</i></p>	<ul style="list-style-type: none"> • LS Chapter 4 (10) • LS Chapter 5 (10) • Quiz 2 (15)
<p>4. Sept 16 – Sept 20</p>	<p>MODULE 4: External Influences Part 3 Read & Study Chapter 6: <i>Families and Households</i> Chapter 7: <i>Group Influences on Consumer Behavior</i></p>	<ul style="list-style-type: none"> • LS Chapter 6 (10) • LS Chapter 7 (10) • Project 2 (25)
<p>5. Sept 23 – Sept 27</p>	<p>MODULE 5: Internal Influences Part 1 Read & Study Chapter 8: <i>Perception</i> Chapter 9: <i>Learning, Memory, and Product Positioning</i></p>	<ul style="list-style-type: none"> • LS Chapter 8 (10) • LS Chapter 9 (10) • Quiz 3 (15)
<p>6. Sept 30 – Oct 4</p>	<p>MODULE 6: Internal Influences Part 2 Read and Study: Chapter 10: <i>Motivation, Personality, and Emotion</i></p>	<ul style="list-style-type: none"> • LS Chapter 10 (10) • Quiz 4 (15)
<p>7. Oct 7 – Oct 11</p>	<p>MODULE 7: Internal Influences Part 3 Read and Study: Chapter 11: <i>Attitudes and Influencing Attitudes</i></p>	<ul style="list-style-type: none"> • LS Chapter 11 (10) • Quiz 5 (15)

8. Oct 14 – Oct 18	MODULE 8: Internal Influences Part 4 Read and Study: Chapter 12: <i>Self-Concept and Lifestyle</i> Review for Midterm	<ul style="list-style-type: none"> • LS Chapter 12 (10) • Project 3 (25)
9. Oct 21 – Oct 25	Midterm	<ul style="list-style-type: none"> • Semester Project part 1 (50)
10. Oct 28 – Nov 1	MODULE 10: Consumer Decision process Part 1 Read and Study: Chapter 13: <i>Situational Influences</i>	<ul style="list-style-type: none"> • LS Chapter 13 (10) • Project 4 (25)
11. Nov 4 – Nov 8	MODULE 11: Consumer Decision process Part 2 Read and Study: Chapter 14: <i>Consumer Decision Making and Problem Recognition</i>	<ul style="list-style-type: none"> • LS Chapter 14 (10) • Quiz 6 (15)
12. Nov 11 – Nov 15 Monday Veterans Day Will have class on Wednesday	MODULE 12: Consumer Decision process Part 3 Read and Study: Chapter 15: <i>Information Search</i>	<ul style="list-style-type: none"> • LS Chapter 15 (10) • Project 5 (25)
13. Nov 18 – Nov 22	MODULE 13: Consumer Decision process Part 4 Read and Study: Chapter 16: <i>Alternative Evaluation and Selection</i>	<ul style="list-style-type: none"> • LS Chapter 16 (10) • Quiz 7 (15)
14. Nov 25 – Nov 29	MODULE 14: Consumer Decision process Part 5 Read and Study: Chapter 17: <i>Outlet Selection and Purchase</i>	<ul style="list-style-type: none"> • LS Chapter 17 (10) • Quiz 8 (15)
15. Dec 2 – Dec 6	MODULE 15: Consumer Decision process Part 6 Read and Study: Chapter 18: <i>Post-purchase Processes, Customer Satisfaction, and Customer Commitment</i> Review for Final	<ul style="list-style-type: none"> • LS Chapter 18 (10) • Project 6 (25)
16. Dec 9 – Dec 13	Final	<ul style="list-style-type: none"> • Semester Project part 2 (50)

Mr. Ochoa 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.