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 / 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 post those questions on the “Course Q&A” Discussion Forum on Canvas.

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:**

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:** 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, 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.

### III. TECHNOLOGY REQUIREMENTS

a. **Technology Requirements:** This course will use the A&M-Central Texas Instructure Canvas learning management system. We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.

Logon to A&M-Central Texas Canvas [https://tamuct.instructure.com/] or access Canvas through the TAMUCT Online link in myCT [https://tamuct.onecampus.com/]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

b. **Canvas Support:** Use the Canvas Help link, located at the bottom of the left-hand 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.

For issues related to course content and requirements, contact your instructor.

c. **Online Proctored Testing:** A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with their custom plug in.
d. **Other Technology Support:** For log-in problems, students should contact Help Desk Central:
   - 24 hours a day, 7 days a week
   - Email: helpdesk@tamu.edu
   - Phone: (254) 519-5466
   - Web Chat: [http://hdc.tamu.edu](http://hdc.tamu.edu)

   *Please let the support technician know you are an A&M-Central Texas student.*

   *Dr. Salazar 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. **Student Introduction Video:** Students will be asked to create an introduction video for the first week of class. The student video should be **no longer than 1 minute and should include the following information:** (1) student name, (2) declared major, (3) anticipated graduation semester, (4) current occupation, and (5) something interesting about themselves. This video will allow the professor to become acquainted with each student’s background. The student introduction video is worth **50 grading points.**

b. **Discussion Posts:** There will a total of six 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 totaling **120 grading points.** (Objectives 1 & 3)

c. **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 25 grading points totaling **200 grading points.** (Objectives 1-3)

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 25 grading points totaling **50 grading points.** (Objectives 2-3)

e. **Connect/LearnSmart Assignments:** There will be a total of 18 Connect/LearnSmart assignments. Each of these assignments will be completed through Canvas by the date stipulated on the tentative course outline. Each exercise is worth 10 grading points totaling **180 grading points.**
180 grading points. (Objectives 1-3)
f. **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 4th sales events. Therefore, students are required to dedicate time on Thursday, July 4th 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. **GRADING POINTS AND POLICIES**

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

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction Post</td>
<td>50</td>
</tr>
<tr>
<td>Discussion Posts (6 @ 20 points each)</td>
<td>120</td>
</tr>
<tr>
<td>Quizzes (8 @ 25 points each)</td>
<td>200</td>
</tr>
<tr>
<td>Journal Exercises (2 @ 25 points each)</td>
<td>50</td>
</tr>
<tr>
<td>LearnSmart Assignments (18 @ 10 points each)</td>
<td>180</td>
</tr>
<tr>
<td>Consumer Behavior Project</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total Possible Points</strong></td>
<td><strong>700</strong></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Course Grade</th>
<th>Calculation</th>
<th>Minimum Points Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90% X 700</td>
<td>630</td>
</tr>
<tr>
<td>B</td>
<td>80% X 700</td>
<td>560</td>
</tr>
<tr>
<td>C</td>
<td>70% X 700</td>
<td>490</td>
</tr>
<tr>
<td>D</td>
<td>60% X 700</td>
<td>420</td>
</tr>
<tr>
<td>F</td>
<td>50% X 700</td>
<td>350 &amp; below</td>
</tr>
</tbody>
</table>

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 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.

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**: The University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free service open to all TAMUCT students. For the Summer 2020 semester, all services will be online as a result of the COVID-19 pandemic. The hours of operation are from 10:00 a.m.-4:00 p.m. Monday thru Thursday with satellite hours online Monday thru Thursday from 6:00-9:00 p.m. This summer, the UWC is also offering hours from 12:00-3:00 p.m. on Saturdays starting June 27th and ending July 18th.

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 you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-to-one session with a trained and experienced writing tutor by making an appointment via [WConline](https://tamuct.mywconline.com/). In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC and/or need any assistance with scheduling.

c. **Tutoring**: Tutoring is available to all A&M-Central Texas students, on a remote online basis. Visit the Academic Support Community in Canvas to view schedules and contact information. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors will return at the Tutoring Center in Warrior Hall, Suite 111 in the Fall 2020. Student success coaching is available online upon request.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, success coaching, or have any other question, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing studentsuccess@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 online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except writing support. 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. 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, working with others in an unauthorized manner, 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 referred 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.

For more information regarding the Student Conduct process [https://www.tamuct.edu/student-affairs/student-conduct.html].

If you know of potential honor violations by other students, you may submit a report [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0].

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 Office 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 Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information please visit our Access & Inclusion Canvas page (log-in required) [https://tamuct.instructure.com/courses/717]

c. Important information for Pregnant and/or Parenting Students
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 Student Affairs [https://www.tamuct.edu/student-affairs/index.html]. Students may also contact the institution’s Title IX Coordinator. If you 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 Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University’s Title IX Coordinator.

d. **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/compliance/titleix.html].

e. **Behavioral Intervention**

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, who are exhibiting concerning behaviors, or individuals causing a significant disruption to our community, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the referral online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

Anonymous referrals are accepted. Please see the Behavioral Intervention Team website for more information [https://www.tamuct.edu/student-affairs/bat.html]. If a person’s behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

f. **Drop Policy:** If you discover that you need to drop this class, you must complete the Drop Request Dynamic Form through Warrior Web.

[https://dynamicforms.ngwebsolutions.com/casAuthentication.ashx?InstID=eaed95b9-f2be-4f3f-a37d-46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2FSubmit%2FForm%2FStart%2F53b8369e-0502-4f36-be43-f02a4202f612].
Faculty 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. Once you submit the completed 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.

g. **Warrior Shield:** Warrior Shield 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 Warrior Shield through their myCT email account.

Connect to Warrior Shield by [911Cellular](https://portal.publicsafetycloud.net/Account/Login) to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, university officials can quickly pass on safety-related information, regardless of your location.

h. **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 Sunday of the week assigned.**
- **Points denoted in parentheses.**

<table>
<thead>
<tr>
<th>Week</th>
<th>Module</th>
<th>Content</th>
<th>Assignments</th>
</tr>
</thead>
</table>
| 1. June 1 – June 7 | **MODULE 1: Introduction** | Read and Study:  
*Chapter 1: Consumer Behavior and Marketing Strategy* | • Student Introduction Video (50)  
• LearnSmart (LS) Chapter 1 (10)  
• Discussion 1 (20)  
• Quiz 1 (25) |
| 2. June 8 – June 14 | **MODULE 2: External Influences Part 1** | Read & Study:  
*Chapter 2: Cross Cultural Variations/Chapter 3: Values* | • LS Chapter 2 (10)  
• LS Chapter 3 (10)  
• Discussion 2 (20)  
• Quiz 2 (25) |
*Chapter 4: Demographics and Social Stratification/Chapter 5: Subcultures* | • LS Chapter 4 (10)  
• LS Chapter 5 (10)  
• Discussion 3 (20)  
• Quiz 3 (25) |
| 4. June 22 – June 28 | **MODULE 4: External Influences Part 3** | Read & Study  
*Chapter 6: Families and Households/Chapter 7: Group Influences on Consumer Behavior* | • LS Chapter 6 (10)  
• LS Chapter 7 (10)  
• Journal 1 (25)  
• Quiz 4 (25) |
| 5. June 29 – July 5 | **MODULE 5: Internal Influences Part 1** | Read & Study  
*Chapter 8: Perception/Chapter 9: Learning, Memory, and Product Positioning* | • LS Chapter 8 (10)  
• LS Chapter 9 (10)  
• Discussion 4 (20)  
• Quiz 5 (25) |
| 6. July 6 – July 12 | **MODULE 6: Internal Influences Part 2** | Read & Study  
*Chapter 10: Motivation, Personality, and Emotion/Chapter 11: Attitudes and Influencing Attitudes/Chapter 12: Self Concept and Lifestyle* | • LS Chapter 10 (10)  
• LS Chapter 11 (10)  
• LS Chapter 12 (10)  
• Discussion 5 (20)  
• Quiz 6 (25) |
*Chapter 13: Situational Influences/Chapter 14: Consumer Decision Making and Problem Recognition* | • LS Chapter 13 (10)  
• LS Chapter 14 (10)  
• LS Chapter 15 (10)  
• Journal 2 (25)  
• Quiz 7 (25) |
<table>
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</thead>
<tbody>
<tr>
<td>*Note: All assignments are due by Friday this week, unlike all weeks prior.</td>
<td><strong>MODULE 8: Consumer Decision Process Part 2</strong></td>
</tr>
<tr>
<td></td>
<td>Read &amp; Study</td>
</tr>
<tr>
<td></td>
<td><strong>Chapter 16: Alternative Evaluation and Selection / Chapter 17: Outlet Selection and Purchase / Chapter 18: Postpurchase Processes, Customer Satisfaction, and Customer Commitment</strong></td>
</tr>
<tr>
<td></td>
<td><strong>LS Chapter 16 (10)</strong></td>
</tr>
<tr>
<td></td>
<td><strong>LS Chapter 17 (10)</strong></td>
</tr>
<tr>
<td></td>
<td><strong>LS Chapter 18 (10)</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Discussion 6 (20)</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Quiz 8 (25)</strong></td>
</tr>
<tr>
<td></td>
<td><strong>CB Project (100)</strong></td>
</tr>
</tbody>
</table>

*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 website, an announcement posted to that effect, and the new version will have a different date in the footer below.*