

College of Business Administration

MKTG 3316 – 115, Consumer Behavior

Summer 2021

Texas A&M University-Central Texas

COURSE DATES, MODALITY, AND LOCATION

June 7, 2021 – July 30, 2021

This is a 100% online course, and uses the A&M-Central Texas Canvas Learning Management System [https://tamuct.instructure.com/].

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Mindy Welch, DBA, PMP

Office: Online only

Phone: 254-913-9778 (text)

Email: m.welch@tamust.edu

Office Hours

By appointment only, via Zoom.

Student-instructor interaction

I will generally answer all emails within 24 hours. If it is a more pressing matter, please text my cell phone and include your name and the course name.

WARRIOR SHIELD

Emergency Warning System for Texas A&M University-Central Texas

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://www.tamuct.edu/police/911cellular.html) [https://www.tamuct.edu/police/911cellular.html] 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.

COURSE INFORMATION

Course Overview and description

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.

Student Learning Outcomes

At the close of the semester, students should display the following competencies:

- Describe how the behavior of consumers is a motivating factor in business and strategy
- Apply the importance of consumer behavior in how it relates to geography, culture, age, and other segmentation factors within the marketing discipline
- Evaluation of consumer motivation and drivers that could be applied to real-world marketing tactics
- Understand how consumer behavior and ethical marketing practices can help an organization, and how unethical behavior can damage an organization.

Required Reading and Textbook(s)

Required Textbook: Babin, B. J., & Harris, E. G. (2022). *CB9*. Boston, MA: Cengage Learning.

ISBN: ISBN: 9780357518205

Other readings and videos as assigned.

COURSE REQUIREMENTS

Assignments and Grading

The following assignments will factor into your final grade:

Assignment	Points
Consumer Analysis papers – 4	400
Weekly Discussion Questions	140
Participation – Weekly Responses	120
Online Quizzes	320
Midpoint Survey	20
TOTAL	1000

Consumer Analysis papers – For this project, throughout the course of the semester, you will perform observational fieldwork. This will include four (4) assignments described in MyCourses of 100 points each. These assignments will be uploaded to MyCourses on the assignment due date. Must use APA formatting.

Weekly Discussion Questions – 240 points (20 points each)

Each week you will be required to respond to **a** discussion questions posted within the forum. Your response should incorporate the reading materials for the Module as appropriate. Your **initial** response to the discussion question should be approximately **200-300 words**. You should check the discussion forum several times throughout each week and read new posts.

Participation – Responses (15 points each)

You will also need to respond to **at least two** other student's posts per discussion question. Responses to others should be more than "I agree" or "I disagree". If you agree or disagree, please identify why you disagree and back it up though your experiences, our textbook or outside reading. Participation in an online environment includes posting responses to the weekly discussion

questions as well as adding relevant materials to support the course discussions. To earn a high discussion score, you must post EARLY and be sure to respond to everyone who writes to you.

Reflection: You must check in on the discussion at the end of the week to reflect on the week’s learnings. You can either state something you found interesting from the reading, the discussions or the video for the week.

Online Quizzes – 320 total (40 points each)

At the end of each chapter, there will be a quiz. Each quiz will be 20 questions long worth 2 points each.

Midpoint Survey – 20 points

You will be asked to complete a midpoint survey for feedback about the course.

Posting of Grades

Grades will be posted on the Canvas Grade book where students can monitor their status. Typically, grades will be posted within three business days. If there is a delay for any reason, the instructor will let you know.

Grading Policies

Late work may be subject to a deduction, depending on the time and communication with the instructor, up to a zero.

COURSE OUTLINE AND CALENDAR

Complete Course Calendar

WEEK	START DATE	TITLE LEARNING ACTIVITIES & ASSESSMENTS	DUE DATE
Week 1	June 7	CONSUMER BEHAVIOR – AN INTRODUCTION	
		Introduce yourself	6/9
		Week 1 – Discussion Question 1	6/9
		Week 1 – Quiz Chapters 1-2	6/13
		All Week 1 Responses & Reflection	6/13
Week 2	June 14	PERCEPTION AND MEMORY	
		Week 2 – Discussion Question 1	6/16
		Week 2 – Quiz Chapters 3 - 4	6/20
		Consumer Analysis Paper 1	6/20
		All Week 2 Responses	6/20
Week 3	June 21	MOTIVATION AND PERSONALITY	
		Week 3 – Discussion Question 1	6/23
		Week 3 – Quiz Chapters 5 - 6	6/28
		All Week 3 Responses	6/28
Week 4	June 28	ATTITUDES AND INFLUENCE	
		Week 4 – Discussion Question 1	6/30
		Week 4 – Quiz Chapters 7 - 8	7/3

		Consumer Analysis Paper 2	7/3
		All Week 4 Responses	7/3
		Midpoint Survey	7/3
Week 5	July 6	CULTURES AND MICROCULTURES	
		Week 5 – Discussion Question 1	7/7
		Week 5 – Quiz Chapters 9 - 10	7/11
Week 6	July 12	SITUATIONS AND DECISION MAKING	
		Week 6 – Discussion Question 1	7/14
		Week 6 – Quiz Chapters 11 - 12	7/18
		Consumer Analysis Paper 3	7/18
Week 7	July 19	DECISION MAKING AND SATISFACTION	
		Week 7 – Discussion Question 1	7/21
		Week 7 – Quiz Chapters 13 - 14	7/21
		Consumer Analysis Paper 3	7/25
Week 8	July 26	RELATIONSHIPS AND MISBEHAVIOR	
		Week 8 – Discussion Question 1	7/28
		Week 8 – Quiz Chapters 15 - 16	7/30
	July 30	COURSE ENDS!	

Important University Dates

July 4th is a federal holiday, and will be observed on July the 5th. Due dates for that week will be shifted to accommodate the holiday.

Also monitor other important dates at: <https://www.tamuct.edu/registrar/academic-calendar.html>

TECHNOLOGY REQUIREMENTS AND SUPPORT

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

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.

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.

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>]

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

UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

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-45f3-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.

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. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. All academic misconduct concerns will be referred to the Office of Student Conduct. 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].

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](https://tamuct.instructure.com/courses/717) (log-in required) [https://tamuct.instructure.com/courses/717]

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/pregnant-and-parenting-students.html) [https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf) 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.

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. Student success coaching is available online upon request.

If you have a question regarding tutor schedules, need to schedule a tutoring Week, 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.

University Writing Center

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 Spring 2021 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 Monday thru Thursday from 6:00-9:00 p.m. The UWC is also offering hours from 12:00-3:00 p.m. on Saturdays.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. 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. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. 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 Week with a trained and experienced writing tutor by making an appointment via [WConline](https://tamuct.mywconline.com/) [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.

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 400,000 eBooks and 82,000 journals, in addition to the 96,000 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 Weeks can be scheduled for more comprehensive assistance, and may take place virtually through WebEx, Microsoft Teams 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) [http://tamuct.libguides.com/index].

OPTIONAL POLICY STATEMENTS

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 Wellness and

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) [https://www.tamuct.edu/compliance/titleix.html].

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, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/student-affairs/bat.html) 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.

OTHER POLICIES

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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