

Midstate College
411 West Northmoor Road
Peoria, Illinois 61614
(309) 692-4092 (800) 251-4299
Summer 2018

Course: MKT 320 Consumer Behavior

Credit: 4 Quarter Credits

Method of Delivery: eLearning

Course Description:

This course provides students with knowledge of the affective, behavioral, cognitive and environmental factors which influence marketplace decisions. Content will focus on determining and applying theories of consumer behavior to diverse marketplace strategies, while targeting peoples' consumption-related behaviors for the 21st century.

Prerequisite: MKT305

Text(s) & Manual(s): Consumer Behavior, Building Market Strategy 13th edition

Author(s): Hawkins/ Mothersbaugh

Publisher: McGraw Hill

Materials Needed for this Course:

Additional Supplies: n/a

Hardware/Software and Equipment: access to internet and working computer

Topics:

- 1.) The changing American Society – Values, demographics, subcultures, and families.
- 2.) Group influence on consumer behavior
- 3.) The role of perception, motivation, personality, and emotions in the buying process.
- 4.) The consumer decision making process.
- 5.) Evaluation, selection, and purchase decisions.

Learning Objectives: upon completion of this course, the student will be able to:

- 1.) Explain how consumer behavior can be used to influence market strategy.
- 2.) Define the concept and impact of culture on consumer behavior.
- 3.) Explain how perceptions can influence retailing, branding, advertising, and packaging.
- 4.) Define situational influences and describe the use of situational influences in developing marketing strategy.
- 5.) Describe the organizational purchase process.
- 6.) Explain the influence of organizational buyer segments on marketing strategy.

Midstate Grading Scale:

90-100 A

89-80 B

79-70 C

69-60 D

0-59 F

ACADEMIC INTEGRITY

Academic integrity is a basic principle of the College's function. **Midstate College** students are expected to maintain a high level of academic honesty. Contrary actions may result in penalties such as failure of the assignment(s), a lesser grade on assignment(s), failure of the course and/or suspension from the College. The course instructor will review all submitted documents and supporting evidence in connection to

the infraction. The course instructor will also review the student's personal file for other notifications of academic dishonesty before determining the level of action to be applied. The course instructor will complete the Academic Dishonesty Report form to document and describe the incident and actions taken, **then kept on file**. The student may appeal the decision to administration, whose decision will be final.

The following are included in the actions Midstate College considers behavior contrary to the academic integrity policy; however, the policy is not limited to these examples. Further discussion of consequences regarding academic dishonesty are addressed in the [Student Handbook](#).

- **Cheating**
- **Deception**
- **Sabotage**
- **Computer Misuse**
- **Copyright Infringement**
- **Plagiarism**

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of **Turnitin** which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

Student Success and Tutoring:

The Office of Student Success offers help in the following areas:

- **Tutoring:** Tutoring is encouraged for students who are doing their best to complete assignments yet still are experiencing difficulty in this course. Tutoring may be provided by the instructor outside of scheduled class times or through the office of Student Success.
- **Writing assignment assistance:** This may include learning how to conduct research; using proofreading tools such as Turnitin; outlining a topic; and applying MLA/APA standards.
- **Math, accounting, and computer skills (including file management).**

- Test-taking techniques.
- Note-taking skills development.
- Study skills development.
- Time management.

Contact Student Success:

Room 110
 (309) 692-4092, ext. 1100
studentsuccess@midstate.edu

Instructor Information: Dr. Brian Young
 Office Phone: (309) 692-4092
 Email: bjyoung@midstate.edu
 Office: Room 232
 Office hours: Mondays 4:00-5:00 P.M.

Instructor Information:
 Name: Brian Young
 Phone: Midstate (309) 692-4092
 Midstate e-mail: bjyoung@midstate.edu
 Office hours: Wednesdays 5-6 P.M.

Policies and Procedures:

- All assignments must be completed on time. A minimum of 10% or one letter grade will be deducted for all late work received including exams and must be approved by the instructor before late work can be submitted or accepted.
- All assignments must be keyed using Microsoft Word.
- The student must retain copies of all assignments.
- Academic dishonesty will be referred to our Chief Academic Dean.
- Students are expected to follow basic etiquette in online interaction as outlined in the Student Guide to eLearning.

Participation Requirements:

Participation is a major requirement of learning, and lack of participation will negatively impact the final grade. Students must actively participate in class discussions by responding to other students' discussion questions, instructor's lecture, text readings, and assignments will receive a better grade than those students who do not participate regularly. All assignments must be submitted on time as indicated by the instructor.

Students must post meaningful contributions toward the Classroom discussion a minimum of two times each week to earn full participation points.

Examination Information:

There will be a week 3 exam, a midterm exam, a week 9 exam and a final exam in this class.

Methods of Evaluating Student Performance:

Assignments, Discussions, Summaries & Examinations
 Your final grade will be determined based on the overall total of all assignments and you must achieve a minimum of 60% to pass the class.

Instructor's Grading Scale:

90-100 A
89-80 B
79-70 C
69-60 D
0-59 F

Week by Week:

Week One:

Topics –

The changing American Society – Values, demographics, subcultures, and families.

Objectives –

Explain how consumer behavior can be used to influence market strategy.

Assignments:

Read Chapters 1 and 2

Summary Question, Weekly Discussion Question and/or Case Study as assigned by Professor

Note:

Under the **lessons** tab access the document ***Criteria Used for Grading Papers***, and read it as this will be the criteria I use throughout the term. **Each question should be answered with at least a one paragraph response.**

Week Two:

Topics –

The changing American Society – Values, demographics, subcultures, and families.

Objectives –

Define the concept and impact of culture on consumer behavior.

Assignments:

Read Chapters 3, 4 and 5.

Weekly Discussion Question and/or Case Study as assigned by Professor

Week Three:

Topics –

The changing American Society – Values, demographics, subcultures, and families.

Objectives –

Define the concept and impact of culture on consumer behavior.

Assignments:

Read Chapters 6 and 7

Exam

Chapters 1 thru 7

Summary Question, Weekly Discussion Question and/or Case Study as assigned by Professor

Week Four

Topics –

Group influence on consumer behavior

Objectives –

Explain how perceptions can influence retailing, branding, advertising, and packaging.

Assignments:

Read Chapters 8 and 9

Discussion Question 1

Summary Question, Weekly Discussion Question and/or Case Study as assigned by Professor

Week Five

Topics –

Group influence on consumer behavior

Objectives –

Explain how perceptions can influence retailing, branding, advertising, and packaging.

Assignments:

Read Chapters 10, 11, and 12

Summary Question, Weekly Discussion Question and/or Case Study as assigned by Professor

Week Six:

Midterm Examination

Chapters 8, 9, 10, 11, 12

Please complete by Day 7. Once you start the exam you have one hour to complete and submit.

Week Seven:

Topics –

The role of perception, motivation, personality, and emotions in the buying process.

Objectives –

Define situational influences and describe the use of situational influences in developing marketing strategy.

Assignments:

Summary Question, Weekly Discussion Question and/or Case Study as assigned by Professor

Week Eight:

Topics –

The role of perception, motivation, personality, and emotions in the buying process.

Objectives –

Define situational influences and describe the use of situational influences in developing marketing strategy.

Assignments:

Read Chapters 15 and 16

Summary Question, Weekly Discussion Question and/or Case Study as assigned by Professor

Week Nine:

Topics –

The role of perception, motivation, personality, and emotions in the buying process.

Objectives –

Define situational influences and describe the use of situational influences in developing marketing strategy.

Assignments:

Read Chapters 17 and 18

Summary Question, Weekly Discussion Question and/or Case Study as assigned by Professor

Exam

Chapters 13, 14, 15, 16, 17, and 18

Please complete by Day 7. Once you start the exam you have one hour to complete and submit.

Week Ten

Topics –

The consumer decision making process.

Objectives –

Describe the organizational purchase process.

Assignments:

Read Chapter 19

Summary Question, Weekly Discussion Question and/or Case Study as assigned by Professor

Week Eleven:

Topics –

Evaluation, selection, and purchase decisions.

Objectives –

Explain the influence of organizational buyer segments on marketing strategy.

Assignments:

Read Chapter 20

Summary Question, Weekly Discussion Question and/or Case Study as assigned by Professor

Week Twelve:

Final Examination

Complete the final exam by Day 7. You will have one hour to complete the exam, once you start it you must finish it so make sure you allow yourself enough time to complete it without interruption.

Instructor reserves the right to revise syllabus based upon participation and class progress as needed.