



MKT 442.1D1

Consumer Behavior

Stetson School of Business and Economics

Douglas Regional Academic Center

Summer 2008 - Session I

Instructor: Gabriela Piscopo
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Class hours: Thursday 5:30 - 9:45 pm
Office hours:
Tuesday 12:30 - 5:30 pm (Atlanta)
Thursday 4:00 - 5:30 (Douglas)
or by appointment

COMMUNICATION WITH INSTRUCTOR:

Blackboard will be the main communication tool for the class. Course materials (syllabus, PowerPoint, and class schedule) will be posted in the course site on Blackboard on a regular basis. I will also post grades and important announcement on Blackboard. You are responsible for getting proper access to it and checking periodically for updates.

E-mail will also be a preferred method of communication.

REQUIRED TEXTBOOK:

- Consumer Behavior: Buying, Having and Being, By Michael Solomon, 8th Ed. ISBN-10: 0136015964 (Available in the bookstore)

COURSE DESCRIPTION:

Includes study of consumer motives, attitudes, expectations, and behavior and their relationship to developing effective marketing programs.

Prerequisite: MKT 361

COURSE OBJECTIVES:

The primary objective of this course is to examine important concepts and principles that explain how consumers behave. We are all consumers, at all times. You are encouraged to ask questions and to relate the course material to your own buying experiences and discuss these in class. The ultimate purpose of this course is to create the link between the knowledge of consumer behavior and marketing practice. In other words, we will attempt to show how marketing managers can use their understanding of consumer behavior to develop sound marketing strategy.

Upon successfully completing the course, you should be able to:

1. Identify and explain personal, social and situational factors affecting consumer purchase decisions.
2. Understand how these influences can be measured.

3. Explain the various aspects of consumer decision making.
4. Assess the practical significance of what has been learned about consumer behavior to the marketing strategist.
5. Critically evaluate the role that consumer behavior plays in the practice of marketing.

GRADING

Your final grade in the course will have the following components:

Assignments	30%
Quizzes	20%
Midterm Exam	25%
Final Exam	25%
TOTAL	100%

Grading Scale:

≥ 90	A
85 - 89	B+
80 - 84	B
75 - 79	C+
70 - 74	C
60 - 69	D
< 60	F

Exams:

Exams will cover the class lectures and reading material. Exams will have two parts: one will follow an objective format (multiple choices) and the other will have several open questions about marketing concepts and practices. Several other important points should be kept in mind:

- Exams will start promptly at the scheduled time. Please make sure to be on time.
- The tests will assume a working knowledge of class lecture and text material.
- The final exam will not be comprehensive.
- Be familiar with the policies on academic dishonesty and plagiarism.
- Exams will be returned in class, but questions concerning your grade or any comments regarding the test should be brought to me individually in my office.
- No extra credit assignments are available to increase your grade.

Quizzes:

There will be three quizzes during the semester. Quizzes will evaluate material covered the previous class. NO MAKEUP QUIZZES WILL BE GIVEN. Missing a quiz will result in a zero for that examination. Only two of the quizzes will be counted

towards your final grade; the lowest quiz score will be dropped (you can miss one quiz without negative impact on your grade).

Individual Assignments:

Short assignments will be due every week except for the days of the midterm and final exams. Assignments will be discussed in class unless otherwise noticed. You must complete all 5 weekly assignments to get full credit.

CLASS PARTICIPATION

Everyday attendance and participation in class discussions and activities are strongly recommended. Many lecture topics are emphasized and clarified through the completion of small in-class assignments. Extra credit will be given to those with a consistent class participation record through the semester.

EQUAL OPPORTUNITY POLICY

Mercer University is committed to providing equal opportunities for all students applicants and enrolled students, without discrimination on the basis of race, color, national origin, sex, age, or disability, as a matter of University policy and as required by applicable state and federal laws, such as Title IX of the Education Amendments of 1972 and Section 504 of the Rehabilitation Act of 1973. Inquiries concerning this policy may be directed to the equal opportunity/affirmative action officer, located in the Human Resources Office (telephone: 478-301-2786).

CODE OF CONDUCT

Honesty and integrity are necessary to the academic and professional functions of business. Acts of dishonesty undermine the basic foundation of the academic environment. Students have a responsibility to: strive toward, and encourage the pursuit of, academic excellence and professional knowledge; conduct themselves in a dignified and ethical manner; abide by the procedures, rules and regulations of Mercer University; and respect the guidelines prescribed by each professor in the preparation of academic assignments.

ACADEMIC INTEGRITY

Mercer University expects students, as members of the academic community, to take seriously their positions in that community. Students are expected to ensure the continuance of trust among themselves and between them and the faculty by accepting responsibility for their own work. The University considers breaches of this trust and responsibility to be serious offenses.

Academic offenses include the taking of credit for or unfair use of work that has been done by another person. This includes plagiarism, cheating, and other acts of dishonesty in academic areas. Plagiarism is defined as the use of ideas, facts, phrases, quotations, reproductions, or additional information, such as charts or maps, from any source without giving proper credit to the original author. Failure to reference any such material used is both ethically and legally improper.

Cheating includes the use of textbooks, notes, or other reference materials on a test, daily quiz, or other examination when not specifically permitted by the professor; copying ideas or facts from another student's paper during a test, quiz, or other examination; giving or receiving ideas orally or in writing during a test, quiz, or other examination; obtaining test questions that the professor has not released for reference prior to the test; and obtaining or giving specific information that appears on a test before the test is administered.

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This syllabus is a general outline, and it provides policies and study guidelines for the course noted above.

From time to time during the semester deviations may be necessary.

INCLEMENT WEATHER

If severe weather occurs, classes will be canceled in accordance with the Associate Provost's decision of Mercer-Atlanta. Call the Mercer weather phone for information about class cancellations—(678) 547-6111 (Atlanta) or listen to WSB 750 AM.

OTHER CLASS POLICIES

- You are expected to turn off/mute all items that emit sounds and noises that may interrupt the class (e.g. cellular phones, pagers, watch alarms etc.).

CLASS SCHEDULE

Date	Topic	Reading
22-May	Course Introduction Consumer in the Marketplace Perception	None Ch. 1 Ch. 2
29-May	Learning & Memory Motivation and Values Assignment discussion	Ch. 3 Ch. 4 Assignment 1 Due
5-Jun	The Self Personality & Lifestyle Assignment discussion Review for Exam	Ch. 5 Ch. 6 Assignment 2 Due
12-Jun	Attitudes Individual Decision Making Assignment discussion Review for Exam	Ch. 7 & 8 Ch. 9 Assignment 3 Due
19-Jun	Mid Term Exam Buying & Disposing	Ch. 10
26-Jun	Group Influence and Opinion leadership Income & Social Class Assignment discussion	Ch. 11 Ch. 13 Assignment 4 Due
3-Jul	Ethnic Racial and Religious Subcultures Age Subcultures Assignment discussion Review for Exam	Ch. 14 Ch. 15 Assignment 5 Due
10-Jul	Final Exam	Study