

THE UNIVERSITY OF TEXAS AT TYLER
SOULES COLLEGE OF BUSINESS
Fall 2019

Course Title: Consumer Behavior (MARK 3350)

Class Type: Online course

Instructor Information

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***Email is the primary contact.**

NATURE AND PURPOSE OF THE COURSE

Consumption is a fundamental aspect of all our lives. We make various consumption choices such as deciding what groceries to buy, what car to drive, where to go for vacation, what career to pursue etc. Since the study of consumer behavior is the study of human behavior, principles and theories you learn from this class are applicable to all aspects of the marketing process. In this class, you will learn the various influences that affect consumers' choices. As consumers, you can bring your own perspectives and experiences into the course in making various consumption decisions. This will be valuable in understanding consumer behavior concepts.

We will study the various decision processes from psychology, sociology, anthropology, and other behavioral disciplines to understand and predict reactions of consumers to marketing decisions. This course is relevant to those who are thinking about careers in *advertising, product and brand management, and market research*.

OBJECTIVES

This course is intended to help you understand, investigate and influence consumer behavior in the real world. From this course, you will earn:

- (1) Knowledge: Develop an understanding of factors which influence consumers and gain insight into their decision processes & Cultivate a consumer orientation to market analysis
- (2) Perspective: Incorporate understanding of consumers into the formulation of better marketing strategy & Recognize foundational concepts related to consumer behavior and apply in various consumption context
- (3) Skillset: Formulating and analyzing consumer experiments in designing effective marketing communications.

INSTRUCTION MATERIAL

REQUIRED TEXTBOOK: *Consumer Behavior* by Wayne Hoyer, Deborah MacInnis, & Rik Peters, 7th Ed., South-Western Cengage Learning.

(Note: There are several options to purchase textbook. You can choose:

i) Rent. OR ii) Purchase a looseleaf version with MindTap, which is cheaper than a hardcopy (Bookstore at school). OR iii) Purchase eBook. *MindTap will NOT be used in this course but you may use as your self-learning tool.)

Cengage learning website for more options: <https://www.cengage.com/c/consumer-behavior-7e-hoyer>

REQUIRED EQUIPMENT: Our exams and FlipGrid discussion assignments will require a web camera with a microphone to submit these assignments. If you do not have a web camera built into your laptop or desktop, you will need to purchase an inexpensive one. I found one on Amazon for \$9.99 [Amazon Web Camera](#)

Consumer Research Articles: available through Canvas

Powerpoint Slides: Downloads lecture outline slides for each topic from Canvas

METHOD OF INSTRUCTION

The method of instruction for this course will be lectures, video films, discussion sections, and final projects.

EVALUATION

Your course grade will be determined as follows:

Method	Points
2 Exams	200
Experiments Assessment	50
Topic Assignments	100
FlipGrid Discussions	100
Final Reflective Essay	50
Total	<u>500</u>

** Please note that poor performance in any one or more of the above components of your grade cannot be made-up by any extra assignment or report.

(A) EXAMS

There will be **2 exams** for this course. These are designed to test your knowledge, comprehension, and application of the concepts presented in the text and those discussed in the class. There is **NO MAKE-UP EXAM** unless a document for an excuse is submitted to the instructor (e.g. doctor's note). All exams will be posted on Canvas and you have to take the exam via online. More information will be available as the exam approaches.

Exam 1: Chrs. 1,2,3,4 (100 points)

Exam 2: Chrs. 5,6,7,8 (100 points)

Exams: The Soules College of Business is pleased to offer courses online in an asynchronous environment in order enhance their accessibility. In order to preserve academic integrity in these online courses, we observe the following testing policy.

- 1) **Classes** offered online may have up to two tests/examinations offered in a proctored setting.
- 2) These proctored exams should have meaningful impact on a student's grade in class.
- 3) Exams administered online should be proctored using a proctoring service approved by the University.
- 4) Students must register for the proctoring service using information provided by the instructor (on Canvas).
- 5) Exam proctoring will be at no cost to the student provided that the exam is scheduled in a timely manner per the course instructions. Students may be billed for cancelling or rescheduling an exam per the provider's fee schedule.

Exams are necessary to assess your mastery of core concepts. The two exams will consist of multiple choice questions. **Your exams will be proctored via a web camera with a microphone by ProctorU. During your exam you are not permitted to leave the computer (bathroom breaks, etc.), you must take the exam in a quiet room, and you must have good lighting and sound.** You will need to follow the registration instructions for ProctorU posted on Canvas to avoid any expenses for late registration. If you register by the time required, The University of Texas at Tyler is covering the cost of proctoring. Copying any questions/answers on an exam or discussing exam questions with other students is considered cheating and may result in failing the course and/or other scholastic dishonesty disciplinary actions.

The exams in this online course will be proctored using ProctorU. Beyond the cost of initial equipment needed (e.g. a camera for your computer), there will not be any additional cost for proctoring. You will need to create a ProctorU account and install the ProctorU extension before attempting any exams.

To create a ProctorU account, follow the ProctorU tool within Canvas. Please make sure you are using the current version of Chrome or Firefox and download the ProctorU extension available at <http://bit.ly/proctoruchrome> or <https://www.proctoru.com/firefox>.

In order to use ProctorU, you will need the following:

- High-speed Internet connection
- Webcam (internal or external)
- Windows, Mac, or Chrome Operating System
- Up-to-date Chrome or Firefox browser and ProctorU extension installed
- Valid photo ID
- Quiet environment to take your assessment

You can visit the Test Taker Resource Page for additional information at <https://bit.ly/ProctorMe>

(B) ASSIGNMENTS

*** For All Assignments: NO LATE SUBMISSION!**

1. EXPERIMENTS ASSESSMENT (50 points)

You will have to answer multiple-choice questions and short answers about experiments that you have learned. This is to evaluate how you understand the concepts and logics of experiments, which is widely used in consumer research in marketing. If you understand the concepts clearly from my lecture, you

should be able to apply those concepts in different context as well. You will have 2 attempts to make sure that you understand the concepts clearly and takeaway useful knowledge.

2. TOPIC ASSIGNMENTS (100 points)

You will have to submit one essay for each topic assignment (1 or 2 paragraph: NO more than ½ page). After studying 1 or 2 chapter(s), you have to pick 1 the most interesting concept/theory to you and write about it. One or two paragraph is enough to answer and no more than half page. The purpose of this assignment is helping you remember at least one concept from each chapter for a long time, of course after this semester! So that everyone can get at least 5 concepts from consumer behavior class! ☺ There will be 5 assignments and each worth to 20 points. More details will be announced.

3. FLIPGRID DISCUSSIONS (100 points)

Throughout the course, you will be required to contribute to **2 Flipgrid discussion assignments (Total 100 points)**. You are permitted to “work ahead” on your Flipgrid assignments. For each Flipgrid assignment, you have to submit one response to my question (1:30- 2:00 minutes in length) and reply to **two other students’ responses** (1:00-1:30 minutes in length). You are welcome to reply to more than two videos if you are so inclined. You can record your video as many times as you need until you are satisfied with the recording before you submit it. Casual dress is appropriate, however be sure to look directly into the camera, use adequate lighting and volume, and make a good overall impression. I recommend that you do not read from a script, but if you do, make sure it is not apparent that you are doing so. Please review the Flipgrid Assignment Grading Rubric prior to uploading your video. In today’s business environment, it is extremely important to develop your virtual communication skills, so hopefully these videos will help you develop professionally. Remember to share any professional or personal experiences and examples that could enhance the quality of interactions and discussions. Please follow the instructions for each Flipgrid. Only your video responses and replies posted before the due date will be considered when determining your grade.

Discussion examples: (More details will be available on canvas)

1) CONSUMER PERCEPTION

You will learn consumer perception and we will discuss subliminal perception in class. If it influences consumer behavior and decision or not, and how marketers use it.

2) VIRAL ADS

What Makes an Ad Go Viral?

The assignment is based on 6 Sticky Principles articulated by Chip and Dan Heath in their book, *Made to Stick*. The 6 Sticky Principles will be summarized and explained. For this assignment, you will have to find an ad that you believe has gone viral. Please write a short summary of how the ad embodies the principles. You will present the ads and your reflection based on sticky principles.

4. FINAL REFLECTION PAPER (50 points)

You will write a reflective essay as your final project. Based on your personal experiences and examples as a consumer, you will answer 1 reflective essay question. There is no specific format. Although content is more important, the professional appearance (correct grammar, spelling, punctuation, etc.)

impacts the perception of quality of your work. No more than 500 words and please use single spaced. More detailed information will be provided on Canvas. The objective of this activity is helping you understand the consumer behavior and apply the concepts and theories you learned in your real world. Moreover, this project will help you develop your critical thinking. Detailed information will be updated on Canvas.

(C) EXTRA CREDIT OPPORTUNITY

You may have the opportunity to earn extra credit points by participating in surveys conducted by faculty as part of their research. I will provide more details in the class. Your participation is voluntary and your responses are completely confidential.

(D) COURSE GRADE

Each of the course requirements (e.g., exams, group project) will be graded by assigning numerical points. Your final letter grade for this class will be assigned only at the end of the course based on the points accumulated by the student. Letter grades are assigned on the basis of a curve. Normally, the grades are curved as follows:

A's (including A & A-)	35%
B's (including B+, B, & B-) ...	55%
C's (including C+, C, & C-) ..	10%
	<u>100%</u>

However, the above distribution is tentative and simply an indicator. Letter grades also depend on the *absolute level of performance*. The number of As, Bs & Cs given could be more or less than indicated by the foregoing distribution depending upon the level of performance.

Please note the following:

- 1) I will definitely fail a student for dishonest behavior e.g., cheating or plagiarism in midterms or assignments
- 2) This class may seem easy but that does not automatically imply that you will earn an A in the class
- 3) Also, just because you worked hard for this class does not automatically entitle you to an A in this class. Everyone is supposed to work hard.
- 4) Please realize that just because you received an A in the exams (40% of the grade) does not automatically imply that your final grade will be an A because article discussion report and quizzes constitute 60% of the final grade, which we don't know until the very end of the semester.

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PERSONAL DATA SHEETS

Students are required to turn in their personal data sheets. With your background information, these sheets will not only enable me to tailor the classes to your specific expectations but will also help me place your faces (you may provide a copy of your picture instead of the original) with your names. Form is posted on Canvas.

COLLEGE OF BUSINESS STATEMENT OF ETHICS

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help student s prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both student s and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop any environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus

ACADEMIC DISHONESTY STATEMENT

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one's own work of material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

University regulations require the instructor to report all suspected cases of academic dishonesty to the Dean of Students for disciplinary action. In the event disciplinary measures are imposed on the student, it becomes part of the students' official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.

GRADE REPLACEMENT/FORGIVENESS AND CENSUS DATE POLICIES

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>.

Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

STATE-MANDATED COURSE DROP POLICY

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

DISABILITY ACCOMODATION

Any student who feels their performance in this class may be impacted by a disability, in accordance with federal law, must provide documentation of his/her disability. It is university policy to evaluate the need for an accommodation on a case by case basis. In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

SOCIAL SECURITY AND FERPA STATEMENT

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student’s activity, will be advised by the instructor to seek that information from the student.

Emergency Exits and Evacuation:

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in

the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

¹ YOU ARE RESPONSIBLE FOR ALL OF THE INFORMATION PROVIDED IN THIS DOCUMENT.

TENTATIVE COURSE SCHEDULE

*** The course schedule is subject to change.**

Week	Topic	Book Chs.	Assignments/ Project Due
1 (8/26-)	Introduction/Overview of course Understanding CB	1	
2 (9/2-)	9/2 Labor day: No class Motivation/Ability/ Opportunity	2	Assignment 1 (ch. 2) by 9/15
3 (9/9-)	From Exposure to Comprehension	3	Assignment 2 (ch. 3) by 9/15
4 (9/16-)	Discussion 1: Perception		
5 (9/23-)	Memory and Knowledge	4	Assignment 3 (ch.4) by 9/29
6 (9/30-)	Exam 1		
7 (10/7-)	Attitudes 1	5	
8 (10/14-)	Attitudes 2 Problem Recognition/ Information Search	6 7	Assignment 4 (ch.5 & ch.6) by 10/27
9 (10/21-)	Judgment and Decision Making	8	Assignment 5 (ch. 7 & 8) By 10/27
10 (10/28-)	Exam 2		
11 (11/4-)	Discussion 2: Viral Ads		
12 (11/11-)	Experiments (What is experiments and how to conduct consumer research using experiments) Experiment 1 & 2	ppt slides	
13 (11/18-)	Experiment 2 & 3	ppt slides	
14 (11/25-)	Thanksgiving holidays		
15 (12/2-)	Experiment Assessment		
16 (12/9-)	Final Reflective Essay		

***This online class is equivalent to 16-week in-class coursework. Class materials will be uploaded bi-weekly as scheduled.**