

MARK 5350.060 Consumer Behavior

3/2/26 to 4/25/26

Welcome

Welcome to Consumer Behavior, a course that explores how consumers behave and respond to certain stimuli. In this course you will read the chapters, watch the lecture videos, and complete assignments. Class sessions will meet asynchronously online via Canvas with defined due dates for assignments. Each module provides you with information you need to dive deeper into specific consumer behavior topics. My role as your professor is to guide you through the modules, help to create an environment where questions, application of content, and learning are valued, and provide you with ideas and feedback that will help you better understand the complexities of consumer behavior.

Course Overview

You will learn several content areas of consumer behavior throughout this course. Each module addresses the core set of knowledge and skills needed to be effective in understanding and applying these concepts. This course is designed to provide students with an in-depth exploration of the intricate dynamics that shape consumer decisions and behaviors. This course builds upon foundational consumer behavior concepts, equipping students with the knowledge, perspective, and skill set necessary to navigate and influence real-world marketing environments. It is designed for students seeking to master the complexities of consumer psychology; this course delves into theory, methodology, and practical applications essential for understanding and influencing consumer decisions.

REQUIRED TEXT: Consumer Behavior – Buying, Having, and Being, Solomon and Russell 14th edition (2024) ISBN-13:978-0-13-786509-3

REQUIRED EQUIPMENT: camera for proctoring Reflection Exams (either built into computer or attached to laptop—tablets not permitted for proctoring)

You can purchase a hard copy, e-book, or a used textbook is acceptable because there are no publisher homework assignments.

Professor Corner

Kerri M. Camp, Ph.D.
Professor of Marketing
903.565.5660
kcamp@uttyler.edu

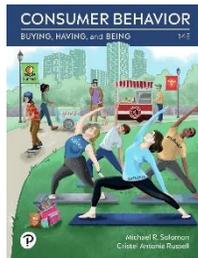
Office Hours COB 350.33:
Tuesdays 8:00-11:30 am
Wednesdays 8:00-11:00 am
Thursdays 8:00-11:30 am

Available other days and times by appointment

Course is delivered asynchronously
(not live) on Canvas

Table of Contents

Professor Contact Information	p. 1
Course Overview	p. 1
Course Learning Outcomes	p. 2
Assignment Overview	p. 2-3
Exam Proctoring	p. 3-4
Evaluation	p. 5
Course Schedule	p. 6



Course Learning Outcomes

This course provides you with the following learning opportunities:

- Develop an understanding of factors that influence consumer behavior
- Gain insights into consumer decision-making processes
- Foster a consumer-oriented approach to market analysis
- Apply critical and analytical thinking skills through case studies
- Conduct consumer research through application assignments

Assignment Overview

Case Studies: These two case study assignments are cases from your textbook. This will give you an opportunity to use critical and analytical thinking skills to demonstrate your understanding and address relevant issues noted in the cases. The case studies are individual written assignments and more information is provided in the Assignment instructions in Canvas.. You may use artificial intelligence (AI) to help you improve your writing skills, but it is important that you integrate your own thoughts with these case study assignments

Application Assignments: These three application assignments provide an opportunity to apply what you have learned in the chapter and then to use marketing research to answer specific consumer behavior questions. These application assignments are individual written assignments. You may use artificial intelligence (AI) to help you improve your writing skills, but it is important that you integrate your own thoughts with these application assignments

Reflection Exams: The two Reflection Exams consist of essay questions based on content covered in my lecture videos and the textbook. The module learning objectives should serve as a study guide for how to prepare and review the content. Because these Reflection Exams are an opportunity for you to demonstrate what you know and what you have learned, you may use the textbook or any notes you may have to help you when you reflect on what you have learned. No other resources are permitted. You will have unlimited time to answer the exam questions, however you will need to complete the Reflection Exam in one sitting, without logging out and returning later to complete the exam. You are also required to use LockDown Browser with the webcam requirement so be sure to read the instructions and guidelines listed below. For the Reflection Exams, superficial answers that lack depth of discussion, integration of marketing terminology and theory, critical thinking, and application of knowledge are not sufficient for graduate-level work and will not result in a passing grade on the exam. It is also not sufficient to just reference the textbook and not integrate your own analysis and thoughts. These exams are an opportunity for you to demonstrate everything you know and have

learned in the course. Any copying of questions or discussion of the questions with other students is considered academic dishonesty and may result in failure of the course and an academic dishonesty report filed with the university.

Reflection Exam Proctoring

LockDown Browser + Webcam Requirement:

This course requires the use of LockDown Browser and a webcam for your Midterm and Final essay exams. The webcam can be the type that's built into your computer or one that plugs in with a USB cable.

Watch this brief video to get a basic understanding of LockDown Browser and the webcam feature.

<https://www.respondus.com/products/lockdown-browser/student-movie.shtml>

LockDown Download Instructions

- Select a quiz from the course ([Practice Quiz must be completed in Module 1 PRIOR to any quiz or exam](#))
- If you have not already installed LockDown Browser, select the link to download the application and follow the installation instructions
- Return to the quiz page in a standard browser
- LockDown Browser will launch and the quiz will begin

Note: LockDown Browser only needs to be installed once per computer or device. It will start automatically from that point forward when a test requires it.

Guidelines for Proctored Exams:

When taking an online exam, follow these guidelines:

- Select a location where you are comfortable having a video recording taken of yourself and your workspace environment. This area should be free of distractions and interruptions.
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it
- Clear your desk or workspace of all external materials not permitted - books, papers, other devices
- Remain at your computer for the duration of the test
- If the computer, Wi-Fi, or location is different than what was used previously with the "Webcam Check" and "System & Network Check" in LockDown Browser, run the checks again prior to the exam
- To produce a good webcam video, do the following:
 - Avoid wearing baseball caps or hats with brims
 - Ensure your computer or device is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or other surface where the device (or you) are likely to move
 - If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete
 - Take the exam in a well-lit room, but avoid backlighting (such as sitting with your back to a window)
- **Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted**

Getting Help with Lockdown Browser and Respondus Monitor:

Several resources are available if you encounter problems with LockDown Browser:

- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. If an exam requires you to use a webcam, also run the "Webcam Check" from this area
- 24/7/365 Live Chat Support is also available from the Help Center, or from within the "it's not working" troubleshooter.
- Respondus has a Knowledge Base available from support.respondus.com. Select "LockDown Browser & Respondus Monitor" as the product to view helpful articles.
- If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select "Submit a Ticket". Provide detailed information about your problem and what steps you took to resolve it.

Evaluation

Case #1	50
Case #2	50
Application Assignment #1	50
Application Assignment #2	50
Application Assignment #3	50
Reflection Exam (Chapters 1, 3, 4, & 5)	100
Reflection Exam (Chapters 6, 7, 8, & 10)	100
Total Possible Points	650

A= 582-650 points (89.5%-100%), B= 517-581 points (79.5%-89.3%), C= 452-516 points (69.5%-79.3%), D= 387-451 points (59.5%-69.3%), F= 0-386 points (0%-59.3%)

*Please note that I already use rounding to determine the final course grade, so no additional points will be added.

Life Happens

Due dates for every module are provided on the course schedule (and posted in Canvas). However, I recognize that sometimes things come up, such as illnesses, work issues, and personal events. In these instances, please reach out to me **prior** to the due date and let me know that you need special consideration for approval to submit the assignment after the due date.

UT Tyler Syllabus Policy/University Policies and Information Required in Course Syllabus
 For all other university syllabus policies, please refer to the Syllabus module in Canvas.

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Course Schedule

**Each Module opens one week early to give you added flexibility with your assignments, so please plan your work and personal obligations accordingly.

Module	Dates	Topics	Chapters/Exams/Assignments – DUE 11:59 P.M. CST ON DUE DATE
1	3/2-3/8	Introduction to Consumer Behavior	Chapter 1 – Buying, Having, and Being: An Introduction to Consumer Behavior <i>Watch Video lecture</i> Personal Introduction <i>Watch Video lecture</i> Chapter 1 <i>Watch Video lecture</i> Cases and Assignments Case #1 Alex –What is Consumer Behavior due Sunday, March 8th
	3/9-3/15		University Spring Break
2	3/16/-3/22	Perception, Learning, Remembering, and Knowing	Chapter 3 – Perceiving and Making Meaning Chapter 4 – Learning, Remembering, and Knowing <i>Watch Video lecture</i> Chapter 3 <i>Watch Video lecture</i> Chapter 4 Application Assignment 1 Website Marketing Strategy due Sunday, March 22nd
3	3/23 – 3/29	Motivation, Knowledge Comprehension	Chapter 5 - Motivation <i>Watch Video lecture</i> – Chapter 5 Reflection Exam #1 (Chapters 1, 3, 4, & 5) due Sunday, March 29th
4	3/30 –4/5	Attitudes	Chapter 6 – Attitudes and How to Change Them <i>Watch Video lecture</i> – Chapter 6 Case #2 Lush--Trying to Find an Authentic Voice Online due Sunday, April 5th
5 & 2	4/6 –4/12	Consumer Decision Making	Chapter 7 - Deciding <i>Watch Video lecture</i> – Chapter 7 Application Assignment 2 Nostalgic Products and Promotional Strategy due Sunday, April 12th
6 & 2	4/13-4/19	Personality, Values, and Lifestyles	Chapter 10 – Personality, Values, and Lifestyles <i>Watch Video lecture</i> – Chapter 10 Assignment 3 Consumer Value Advertising Strategy due Sunday, April 19th
7	4/20 – 4/25	Buying, Using, and Disposal Knowledge Comprehension	Chapter 8 – Buying, Using, and Disposing <i>Watch Video lecture</i> – Chapter 8 Reflection Exam #2 (Chapters 6, 7, 8, & 10) essay exam due FRIDAY, April 24th