

Course Code & No. - Section: MKTG 303 – Section 1
Course Title (Credits): Consumer Behavior
Term & Year: Spring / 2015
Course Ref. No. (CRN): -----

Instructor: Lisa Kirkman
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Email: lkirkman@sierranevada.edu
Office Hours: By appointment, please
Class Meeting Time: MW 5:30 – 6:45 p.m.
Location: Patterson Hall 213
Prerequisites: MKTG 201
Corequisites: n/a

Course Description

This course focuses on the behavioral aspects of the consumer and how it influences buying decisions. As a business owner or a corporate executive, it is imperative to know the “customer”. This course helps you understand the psychology of consumer choice and how it should be used to make better marketing and business decisions.

Student Outcomes

Upon successful completion of this course, a student will be able to:

1. Understand underlying principles that drive customer behavior
2. Recognize different styles of persuasion and marketing messages used to influence consumer behavior
3. Recognize how consumers impact the products
4. Conduct a simple but statistically valid opinion survey

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:

1. In-class participation
2. Weekly quizzes
3. Contribution to and quality of research for your journal on a consumer product you choose
4. Completion of survey project on consumer opinion of your product
5. Final presentation of consumer product journal
6. Final exam synthesizing reading, personal research on your product and opinion

Instructional Strategies

This class will utilize class discussions and individual work in class using laptop computers, inquiry learning, and research and inquiry assignments. The course makes use of the *Moodle* course management system.

Required Texts and Materials

1. Michael R. Solomon, *Consumer Behavior: Buying, Having, and Being*, ISBN-13: 9780133472233, 2015; 11th Ed.
2. Laptop computer (one that meets the published SNC Laptop Requirements)
3. Access to internet for homework writings
4. User registration at our class Moodle
5. User registration on Prezi's free service (not trial account): www.prezi.com

Recommended Texts and Materials

1. Robert B. Cialdini, *Influence: The Psychology of Persuasion*, ISBN-13: 978-0061241895, 2006
2. Paco Underhill, *Why We Buy*, ISBN-13: 978-0739341926, 2007

3. Al Ries and Jack Trout, *Positioning: The Battle for Your Mind*, ISBN-13: 978-0071373586, 2000
4. Chip Heath & Dan Heath, *Made to Stick: Why Some Ideas Survive and Others Die*, ISBN-13: 978-1400064281, 2007

Attendance

Attendance will not be a direct part of your grade. However, class assignments will be started and discussed in class. Quizzes will be given in class and not be made up. Assignments will not be given to students not in class.

Class Requirements

1. All students will be expected to keep a **journal** on Prezi tracking how the class discussion relates to a product you will choose in the first session. You will be graded on the quality of your logic and depth of research in those posts. Using the language and references properly is expected.
2. All students will conduct a simple but statistically valid **customer opinion survey** about their product. The template for the survey will be discussed in detail in class.
3. All students are required to bring a **laptop computer** to each class meeting for notes and looking up items on the fly to contribute to the discussion.
4. Attendance will not be part of your grade, but you will be evaluated on your **participation** in discussions.
5. Cell phones and pagers must be turned off or set to 'silent mode.' Please **do not text** during our discussion.

Sanctions for Cheating and/or Plagiarism

The Honor Code

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

- 1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.
- 2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.
- 3rd Offense: Student is expelled.

Grading Policy

This course utilizes Moodle to submit assignments and view grades. All other assignments submitted on Moodle must be in Microsoft Word or Microsoft Excel format. Access Moodle at:

<http://moodle.sierranevada.edu/moodle/>

Item	Weight
Weekly Quizzes (10 quizzes counted out of 12)	40%
Journal on Product (weekly entries are expected)	20%
Journal Presentation (15-20 minute in-class presentation using Prezi)	10%
Customer Opinion Survey Reporting (minimum 35 surveys collected)	15%
Final	15%
Extra Credit – Some extra credit options will be made available during class at the instructor's discretion but will not be a replacement for attending class and participating.	

Grades will be assigned in the traditional manner, without a curve:

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

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu, office in Prim Library: PL-304.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

The Sierra Nevada College Mission Statement:

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts	Professional Preparedness
Entrepreneurial	Thinking Sustainability

Class Schedule

MONDAY	TUESDAY	WEDNESDAY
19-Jan	20-Jan	21-Jan
No Class - MLK Day		Introductions, syllabus review, project assignments
26-Jan	27-Jan	28-Jan
CLASS DROP DATE Discussion: Ch 1: Intro Assignment: Choose your Product		Quiz Discussion: Persuasion Types Assignment: Start your Journals
2-Feb	3-Feb	4-Feb
Quiz Review Discussion: Ch 2: Decision Making Using Prezi Tips		Quiz Discussion: Advertising
9-Feb	10-Feb	11-Feb
Quiz Review Discussion: Ch 3: Cultural Influences		Quiz Discussion: Infomercials
16-Feb	17-Feb	18-Feb
No Class - President's Day		Poor Consumer Decision-Making >>>Bring in examples of offers in ads or in real life to discuss.
23-Feb	24-Feb	25-Feb
Quiz Review Discussion: Ch 4: Social Well-Being		Quiz Discussion: Banks as Behavior Drivers
2-Mar	3-Mar	4-Mar
Quiz Review Discussion: Ch 5: Perception		Quiz Discussion: How Supermarkets Work
9-Mar	10-Mar	11-Mar
Quiz Review Discussion: Ch 6: Memory		Quiz Discussion: Surveying & Feedback >>>Assignment: Conduct a small survey over spring break
16-Mar	17-Mar	18-Mar
SPRING BREAK - NO CLASS	SPRING BREAK	SPRING BREAK - NO CLASS
23-Mar	24-Mar	25-Mar
Quiz Review Discussion: Ch 7: the Self >>>>Assignment: Post your survey results		Quiz Discussion: Social Media & Listening Tools Discussion: Your Surveys
30-Mar	31-Mar	1-Apr
Quiz Review Discussion: Ch 8: Attitudes Persuasion		Quiz Discussion: Incentives
6-Apr	7-Apr	8-Apr
Quiz Review Discussion: Ch 9: Groups & Situations		Quiz Discussion: When Consumers Cheat

MONDAY	TUESDAY	WEDNESDAY
13-Apr Quiz Review Discussion: Ch 10: Identity-Gender	14-Apr	15-Apr Quiz Discussion: Politics in the Buying Model >>>Journal Check In: Extra Credit for Showing Us Your Journal
20-Apr Quiz Review Discussion: Ch 11: Identity-Social Class GRAD PAPERWORK DUE	21-Apr	22-Apr Quiz Discussion: Losing Your Logic When Purchasing Financial Products
27-Apr Quiz Review Discussion: Ch 12: Networked Consumer	28-Apr	29-Apr Quiz Discussion: When Consumers Talk Back Discussion: Finalizing your Journals
4-May Quiz Review Product Journal Presentations (15-20 minutes each)	5-May	6-May Product Journal Presentations (15-20 minutes each) Final Review
11-May NO CLASS	12-May FINAL 6:30 - 9:30 PM	13-May NO CLASS

Product List:

Choose one of these products to keep track of in your journal this semester. One per student. Please email me with your choice **before** starting your research.

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| 1. Abercrombie & Fitch Clothing | 12. Pepsi Cola |
| 2. Adidas Shoes | 13. Red Bull Energy Drink |
| 3. Apple iPhone | 14. Reebok Shoes |
| 4. Atomic Skis | 15. Samsung Galaxy Phone |
| 5. Burton Snowboard | 16. Subway Sandwiches |
| 6. Coach Handbag | 17. Toyota Camry |
| 7. Coca Cola | 18. Uggs Boots |
| 8. Colgate Toothpaste | 19. Under Armor Clothing |
| 9. Ford F150 Truck | 20. Volkswagen Beetle |
| 10. L'Oreal Cosmetics | 21. Windows Surface Tablet |
| 11. McDonald's Happy Meal | |

Note: No services, no brands that are bigger than their key products.