

# Upper Iowa University External Degree Program

## BA 358-07 Consumer Behavior

Please read this introduction carefully before starting the course and refer to it for guidance as you proceed through the course.

### **COURSE DESCRIPTION:**

This course provides a survey of research findings on consumer behavior drawn from marketing, economics, sociology, psychology and anthropology. Emphasis is placed on applications of research to consumer satisfaction and on developing and understanding of the consumer decision-making process. Prerequisite: BA 208. Three semester credits.

### **COURSE GOALS/LEARNING OBJECTIVES:**

Upon completion of the Consumer Behavior course, the successful student should be familiar with the following aspects of the subject and should be able to apply them to actual situations encountered in the business world.

1. Define consumer behavior and consumer research.
2. Explore marketing strategies for customer-centric organizations.
3. Identify the steps in the consumer decision-making process.
4. Distinguish individual determinants of consumer behavior.
5. Evaluate environmental influences on consumer behavior.
6. Formulate a strategic marketing plan for a product.

### **REQUIRED COURSE MATERIALS:**

1. Consumer Behavior 10<sup>th</sup> ed. Roger D. Blackwell, Paul W. Miniard, and James F. Engel. Fort Wroth: Harcourt College Publishers, 2006.
2. Syllabus

You may purchase your textbook through MBS Direct by calling their toll free number at: 800-325-3252 or through the UIU homepage: [www.uiu.edu](http://www.uiu.edu). Click on the link for current students then select order textbooks from the options in the left hand column. Follow the link and select External Degree for your location.

## **WRITING PROFICIENCY:**

It is recommended that all papers and research are done in the APA style. We expect appropriate writing skills of proper grammar, punctuation, sentence structure, paragraph development, and logical sequence of thought in all written work, and exams.

It is recommended that all students purchase the APA guide/manual listed on the UIU website. *Publication Manual of the American Psychological Association*. \$27.00 new.

## **CITATION:**

Encyclopedias of any kind, including the very popular Wikipedia, are not primary sources and should not be cited or used in constructing academic papers at the graduate or undergraduate level. They can, however, be useful to help gather some background information and to point the way to more reliable sources.

## **COURSE OVERVIEW:**

The selected text is well written, easy to understand, and mostly self-explanatory. The course consists of six study units, a proctored midterm exam covering the first three units, and a final exam covering only the remaining three units. Each of the units will include a reading assignment, multiple choice questions, five questions requiring short written answers, and a case study. The midterm and final exams will include multiple choice and short answer questions only.

## **READINGS**

Unit 1: Chapters 1 and 2

Unit 2: Chapters 3, 4, 5, and 6

Unit 3A: Chapters 7 and 8

Unit 3B: Chapters 9 & 10

Unit 4: Chapters 11, 12, and 13

Unit 5: Chapters 14, 15, and 16

## **EXAMS**

Midterm: Units 1-8

Final: Units 8-16

## **ASSIGNMENTS**

The selected text is well written, easy to understand, and mostly self-explanatory. The course consists of six study units, a proctored midterm exam covering the first three units, and a final exam covering only the remaining three units. Each of the units will included a reading assignment, multiple choice questions, five questions requiring short written answers, and a case study. The midterm and final exams will include multiple choice and short answer questions.

<b>Unit</b>	<b>Unit Description</b>	<b>Chapters</b>
<b>1</b>	Introduction to Consumer Behavior Case study: Amazon.com, p. 692	1 & 2
<b>2</b>	Consumer Decision Making Case study: Equitec, p. 694	3, 4, 5, & 6
<b>3A</b>	Individual Determinants of Consumer Behavior Case study: T-Mobile USA, p.722	7 & 8
	<b>Midterm Exam</b>	1 – 8
<b>3B</b>	Individual Determinants of Consumer Behavior Case study: Battle of the Beers, p. 719	9 & 10
<b>4</b>	Environmental Influences on Consumer Behavior Case study: National Christmas Tree, p. 707	11, 12, & 13
<b>5</b>	Influencing Consumer Behavior Case study: Creating Brands That Last, p. 724	14, 15, & 16
	<b>Final Exam</b>	9-16

The best approach to this course is to read the assignment in the text, answer the multiple choice questions and then address the “short answer” questions. Responses to the “short answer” questions should be typewritten unless you have no access to a word processor. Emphasis should be placed on the quality of the answers and not on the length. Be concise, yet complete in your response. Generally, one or two paragraphs will be sufficient.

The case studies will allow you to apply the theories and principles of sales management you have learned to actual situations which have taken place in a variety of organizational settings. All the questions which are posed at the end of the case should be addressed in your narrative but you need to provide much more than just an answer. The case studies require thought and analysis and the instructor will be looking for your ideas and the benefit of your experiences. One to two typewritten pages will generally allow you to cover the required material.

In all your written work, it is important to remember that you will be evaluated on the extent to which the answers adhere to the accepted principles of proper English expression (i.e. grammar, word usage, spelling and punctuation) as well as the clear organization of ideas.

## **EXAMINATION INFORMATION:**

You should begin studying for the examinations as you complete each unit. Upon nearing completion of the first three units, you should request that the midterm exam be mailed to your proctor (be sure to request it three weeks in advance). The midterm exam will contain multiple choice and “short answer” questions similar to those you have completed in your lessons. There will be no case studies in the exam. You can use your corrected lessons to prepare for the exam, but remember the exam questions will **not** necessarily be identical to the questions you have already seen.

Upon nearing completion of the rest of the course, you should request that the final exam be mailed to the proctor. It will be similar to the midterm but will cover only the second half of the course. **No notes, books, or other materials are allowed when taking the proctored exams.** The exams are not easy but if you have properly prepared the previous assignments and have studied the material in a timely and efficient manner, you should not suffer undue stress or hardship.

**NOTE:** In order to pass this course, you must get a passing grade (“D” or better), on at least one of the exams and have enough cumulative points to earn a passing grade.

## **SKILLS:**

1. Read critically and write clearly.
2. Define problems, distinguish between fact and opinion and propose and evaluate solutions.
3. Develop an understanding of divergent cultural perspectives and develop an understanding of the impact of environmental influences on consumer behavior.
4. Cultivate a sense of imagination and creativity.
5. Evaluate situations from an ethical perspective.
6. Sharpen ability to glean information from statistical data.
7. Evaluate and understand current research the field.

## **COMPOSITION OF GRADE:**

Each open book unit exam consists of:

5 short answer questions @ 5 points each	25 points
50 multiple choice questions @ 1 point each	50
1 case study @ 25 points	<u>25</u>
<b>TOTAL POINTS PER UNIT</b>	<b>100 points</b>

Each of two proctored exams consist of:

5 short answer questions @ 20 points each	100 points
50 multiple choice questions @ 2 points each	<u>100</u>
TOTAL POINTS PER EXAM	200 points

The percentage of points received out of a possible 1000 will determine the final grade:

Unit 1 Chapters 1-2	100 points
Unit 2 Chapters 3-6	100
Unit 3A Chapters 7-8	100
Midterm exam Chapters 1-8	200
Unit 3B Chapters 9-10	100
Unit 4 Chapters 11-13	100
Unit 5 Chapters 14-16	100
Final exam Chapters 13-23	<u>200</u>
TOTAL POINTS FOR COURSE	1000 points

The letter grade can be determined by adding your total points and applying the result to the following table:

900-1000	A	90-100%
800-899	B	80-89%
700-799	C	70-79%
600-699	D	60-69%
Below 600	F	59% or less

### **UPPER IOWA UNIVERSITY USES A STANDARD GRADING SYSTEM:**

**A** = All work is excellent, shows exceptional understanding of materials; logical, clear, and insightful written and oral work, incorporates knowledge from other sources and moves easily to the next level of understanding, works well beyond minimum requirements.

**B** = Understanding material is good to very good, demonstrates good grasp of material, good oral and written skills, produces more than the minimum requirements, quality of all work is high.

**C** = Satisfactory understanding of the material, submits only the minimum requirements, communicates adequately in oral and written formats, displays an adequate understanding of all basic concepts.

**D** = Quality and quantity written and oral work is below average and barely acceptable.

**F** = Quality and quantity written and oral work is unacceptable.

### **CHEATING, ACADEMIC DISHONESTY AND PLAGIARISM:**

Because cheating, academic dishonesty and plagiarism are affronts to the University community as a whole and a denial of the offender's own integrity, they will not be tolerated. Cheating includes but is not limited to:

- the use of unauthorized books, notes or other sources in the giving or securing of help in an examination or other course assignments,
- the copying of other students' work or allowing others to copy your work,

- the submission of work that is not your own or allowing others to submit your work as theirs,
- the submission of the same work for two or more classes without the approval of any instructors involved.

Academic dishonesty includes, but is not limited to:

- sharing academic materials knowing they will be used inappropriately,
- having access to another person's work without permission,
- providing false or incomplete information on an academic document,
- changing student records without approval.
- obtaining and using texts intended for instructor use only.

Plagiarism includes, but is not limited to:

- the presentation of another's published or unpublished work as one's own,
- taking words or ideas of another and either copying them or paraphrasing them without proper citation of the source,
- using charts, graphs, statistics or tables without proper citation.

Detected cheating, academic dishonesty, or plagiarism will result in consequences that may, at the instructor's discretion, include course failure. In addition, an offender may be reported to the Senior Vice President for the Extended University, the Dean of the Extended University, or designee for possible disciplinary action, which may include suspension or dismissal from the University. Upper Iowa University may make use of various plagiarism detection services. Individuals, by enrolling in courses offered by the University, consent to submission by the University of course-related assignments to such services and the retention of a copy of such assignments by the service.

Cheating, academic dishonesty and plagiarism infractions are tracked by the Dean of the Extended University, and cumulative evidence collected from multiple incidents will be considered when making suspension or dismissal decisions.

Extended University Catalog 2006/07 page 94.

[http://www.uiu.edu/catalogs/eu/html/univ\\_policies.html#cheating](http://www.uiu.edu/catalogs/eu/html/univ_policies.html#cheating)

### **ATTENDANCE:**

Even though a student does not attend a regular classroom in the traditional sense and keep up with a set schedule of assignments, it should be pointed out how important it is to keep yourself on a regular timely schedule if possible to complete and send in units. It is too easy to set work aside and decide to do it later. Suddenly, the need to complete assignments and get them in by deadlines can become stressful and, at times, impossible. The key would be to set time aside on a regular basis and submit work in a timely manner.

### **LIBRARY RESOURCES:**

As a student of Upper Iowa University, you have access to the resources of the Henderson-Wilder Library on the Fayette campus. If travel to the campus is not feasible, you can access the library through the University's website. Go to: [www.uiu.edu](http://www.uiu.edu) and click on the Library option

located on the left side of the home page. If you would like to use InfoTrac, please contact the UIU Library staff at [library@uiu.edu](mailto:library@uiu.edu).

**SPECIAL NEEDS:**

If you require accommodation for special needs, please provide documentation to: Director of External Degree.

**This syllabus is tentative and subject to change.**