Professor: Joyce X. Zhou, Ph.D.
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Email: xzhou@emporia.edu (preferred contact mode)
Office hours: MWF 8:30-11am & F 11:50-12:20 pm

Since it is an online class, please feel free to email me if you have ANY question. The most important thing in this course is to read the chapters and complete the assignments on time.

TEXT


COURSE DESCRIPTION

Consumer Behavior is designed to build (1) knowledge of different types of customers and their decision-making processes, and (2) skills using this knowledge in analyzing business and consumer markets. As business students, your primary objective for the course is in its marketing applications. You want to better understand customers in order to be able to make better marketing decisions. This course will provide you with a comprehensive understanding of the concepts and theories relating to consumer behavior, and how that understanding can be used in developing marketing strategy. Prerequisites: MK 301 and junior standing.

COURSE POLICY

Characteristics of a Successful Online Learner

Before you decide to stay in this course, you should understand what it takes to be a successful online learner. You, the student, must

- Have the motivation to read, write, and participate fully in class activities.
- Be flexible in dealing with technology problems.
- Be a self-starter, does not procrastinate.
- Set aside specific times on a routine basis to 'participate' in the course.
- Possess good time management skills.
- Finish the exams and assignments well in advance of the deadline.
GRADING

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Exams</td>
<td>450</td>
<td>(3 x 150 points)</td>
</tr>
<tr>
<td>Homework Assignments</td>
<td>100</td>
<td>(2 x 50 points)</td>
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<tr>
<td>Video Essays</td>
<td>200</td>
<td>(2 x 100 points)</td>
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<tr>
<td>CB Project</td>
<td>250</td>
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<tr>
<td>Total</td>
<td>1000</td>
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Grades for this course will be assigned on the following scale:
- >950=A
- 900-949.999=A-
- 870-899.999=B+
- 840-869.999=B
- 800-839.999=B-
- 750-799.999=C+
- 700-749.999=C
- 600-699.999=D
- <600=F

EXAMS

There will be three required exams during the course of this semester. The instructions for taking the tests are given below:

Go to [https://www.eztestonline.com/570648/index8.tpx](https://www.eztestonline.com/570648/index8.tpx)

Follow the instruction to register by providing all information required.

Be sure you remember the EZ Test User ID and password you entered. You will need it the next time you log in.

When you click on the Complete Registration button, you will be automatically logged into this course.

Once logged in, you have the ability to view and change your personal information. To change your personal information, use the Update Student Preferences Name, EMail, etc. link at the top right of the EZ Test Online screen. You can then change your name, login password, and/or email address. Once you’ve made your changes, click Save Changes. To exit this screen without making any changes to your existing information, click Return to Test List.

The test will display one question at a time, you will have navigation buttons and a dropdown menu to navigate between questions.

Answer the question(s) displayed by selecting the answer or typing in your response. Use the Next button to advance through the exam. When you have answered all the test questions, a button labeled Submit Your Responses will appear in the top navigation bar. Clicking the Submit Your Responses button will submit your test to be graded. You will receive a confirmation message that your submission was saved.

Once your test is submitted, a results page will appear. The results page displays your name, score, date and time the test was taken, and duration of the test.
**IMPORTANT:** Do NOT use your browser’s BACK button during the test as this will cause the page to expire, and you will lose the ability to submit your current test. You will have to log back in and start the test over. Use the navigation buttons provided.

Each exam will be available for a week for you to take. You can only take it once. You will have 150 minutes to finish the exam, which consists of 75 multiple choice questions. A reminder dialogue box will appear when you have 2 minutes remaining.

If you use more than 150 minutes to complete the exam, you earned score will be reduced by a certain percentage points (to be determined) for every minute you go over that time limit. The 150 minutes you are given is more than sufficient for you to complete the exam.

<table>
<thead>
<tr>
<th>Exam Availability</th>
<th>From</th>
<th>To</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>23:59 pm (CST) on September 16</td>
<td>23:59 pm (CST) on September 24</td>
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<tr>
<td>Exam 2</td>
<td>23:59 pm (CST) on October 14</td>
<td>23:59 pm (CST) on October 22</td>
</tr>
<tr>
<td>Exam 3</td>
<td>23:59 pm (CST) on November 25</td>
<td>23:59 pm (CST) on December 3</td>
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</tbody>
</table>

Go over the chapters and PowerPoint for your exam preparation. I STRONGLY recommend that you do not wait till the last hour to take your exam. Please take exams well in advance of the deadline. I will not reopen the exam if you are locked out of the exam because the deadline just passed.

**HOMEWORK ASSIGNMENTS**

All the assignments are due at Sunday midnight (Central Standard Time) of the week! You cannot redo your homework after it is submitted. You will lose 20% of the credit for the late assignment for every 24 hour period (After the deadline, you get 20% off. 24 hours after the deadline will be another 20% off). Please submit your assignments via Blackboard in the assignment area. All assignments should use/be

A. 1-inch margin on all sides  
B. Arial or Times New Roman size 12 font  
C. Double Spaced.

**GRADING OF ASSIGNMENTS**

Each assignment is worth a maximum of 50 points. Your score on each assignment will be based on the criteria below. The instructor will adjust your score either upwards or downwards based on an assessment of the quality of your homework relative to these criteria.

**50 points (Exemplary)**
• Complies fully with the assignment. Information clearly and effectively supports a central purpose and displays a thoughtful, in-depth analysis of a sufficiently limited topic. The reader gains insights.
• Begins, flows, and ends effectively.
• Provides compelling supporting arguments, evidence, examples and details. The use of supporting detail is embedded in a context of discussion.
• Is well-organized and unified with ideas and sentences that relate to the main topic. The ideas are arranged logically to support the main topic.
• Uses appropriate, direct language: writing is compelling; sentences are well-phrased and varied in length and structure. Paragraphs are well-structured.
• Is free of errors in grammar, punctuation, word choice, spelling, and format. Maintains a level of excellence throughout, and shows originality and creativity.

40 points (Proficient)
• Complies in a competent manner with the assignment. Information provides firm support for a central purpose, and displays evidence of a basic analysis of a sufficiently limited topic. The writing demonstrates overall competency. It shows some originality, creativity, and/or genuine engagement with issues at hand.
• Begins, flows, and ends effectively.
• Provides adequate supporting arguments, evidence, examples and details. The use of supporting detail is embedded in a context of discussion.
• Is well-organized and unified: sentences relate to main topic; ideas are arranged logically to support the thesis. Paragraphs are well structured.
• Is comprised of well-phrased sentences that are varied in length and structure. There are occasional violations in the writing, but they don’t present a major distraction or obscure the meaning.
• Contains minimal errors in grammar, punctuation, word choice, spelling, and format.

30 points (Marginal)
• Complies adequately with the assignment. Information supports the thesis at times. Analysis is basic or general. The purpose is not always clear. The writing completes (rather than engages in) the assignment.
• Presents an unclear (either persuasive or argumentative) rhetorical position.
• Has partial or inadequate introduction and conclusion.
• Does not provide adequate supporting arguments, evidence, examples and/or details.
• Is not arranged logically. Ideas fail to make sense and are not expressed clearly. The reader can figure out what the writer probably intends, but may not be motivated to do so.
• Contains some awkwardly constructed sentences that present an occasional distraction for the reader. Paragraphs are unstructured, and general organization and flow is lacking.
• Contains many errors in grammar, punctuation, word choice, spelling, and format which distract the reader.

Less than 30 points (Unacceptable)
• Does not adequately comply with the assignment. The writing does not successfully identify the purpose. Analysis is vague or not evident.
• Has no rhetorical position.
• Has an inadequate introduction and conclusion.
• Does not provide adequate supporting arguments, evidence, examples and/or details. Paragraphs may “string together” quotations without a context of discussion.
• Is not arranged logically. Frequently, ideas fail to make sense and are not expressed clearly. The reader cannot identify a line of reasoning.
• Contains frequent errors in sentence structure, which present a major distraction to the reader. Paragraphs are unstructured, and the writing lacks general organization and flow.
• Contains numerous errors in grammar, punctuation, word choice, spelling, and format, which obscure the meaning of the passage. The reader is confused and stops reading.

VIDEO ESSAY

Please submit your essays via Blackboard in the assignment area.

How to locate the video----You can either go to CNBC.com website or simply Google the title of the video. The video is FREE for you to watch.

Essay 1: The New Age of Walmart (running time: 1:04)


The following are guidelines for your video essay (no more than 10 pages). Grade is based on thoughtfulness and comprehensiveness of your answers.

1. Watch the FULL video

2. Summarize the video (20 points)

3. Reflective thinking—open discussions on any issues addressed in the video and incorporate at least FOUR textbook concepts reflected (from your point of view) in the video in your discussion; please underline the concepts in your write-up. (80 points)

You will lose 20% of the credit for the late assignment for every 24 hour period (After the deadline, you get 20% off. 24 hours after the deadline will be another 20% off).

CB PROJECT (Individual Project)

Please submit your project via Blackboard in the assignment area.

Project Purpose

The purpose of this project is to give students the opportunity to thoroughly research a product category (i.e., SUV’s, etc.) with the goal to identify the primary influences on behavior of purchasers of the product, as well as to make recommendations to improve existing marketing approaches in this product category.
Project Requirements

You will select one product category to research for the semester, preferably one that is of high personal relevance. Keep in mind that your “products” can be tangible goods, like stereos and sport-utility vehicles, as well as more service-oriented product categories, like theme parks and hair salons. You must thoroughly research the major consumer behavior influences in the product category. You must collect secondary and primary data. Your secondary research efforts will be more successful if you focus on trade publications (e.g., *Beverage World*), articles in newspapers and the popular press about the product category (e.g., the *Wall Street Journal*, *Newsweek*), internet web sites, and other library resources. For your primary research activities, you must conduct a short survey, and you are encouraged (but not required) to gather additional qualitative data (such as in-depth interview(s), focus groups, observation of consumer behaviors, etc).

You will find that collecting consumer information will be significantly more challenging than collecting information on companies and brands. Keep in mind that this project is not a SWOT analysis.

Describe the Consumers

Your next step is to describe the consumers in your product category. It is critically important that you incorporate as many relevant customer behavior concepts as possible into their analysis. For example, you should explore many issues that will be discussed in this course, such as motivation, involvement, attitudes, persuasion, decision-making, personality and lifestyles, and group influences. You will often find much of this information in your secondary research, which you can then use to help you design and administer a survey questionnaire or conduct an in-depth interview to explore these influences further. It is often helpful to focus on the differences in consumer behavior across the major market segments in your product category, and concentrate on these differences in your paper.

Survey Data Analysis

You must incorporate the results of your survey in your paper. Do not simply go through the questionnaire, item-by-item, presenting results. Your paper should be organized around at least three major consumer behavior influences.

Make Recommendations for Marketing

After you have described the consumers of your product category, you should make at least three recommendations that will help a firm market to consumers in your product category. In order to accomplish this, you are required to:

a). Pick at least one and preferably more major brands in your product category and provide examples of their advertisements (or more broadly, any element of their marketing mix). Interpret and critique these ads in relation to important customer behavior concepts you have identified in your previous analysis.
b). Make the recommendations for improving the marketing programs currently employed. This can entail recommending a new marketing program for a particular brand(s), substantially changing an existing marketing program for an existing brand(s), or eliminating marketing programs that you perceive to be ineffective. Do not provide a “laundry list” of neat ideas which are in part or wholly unsubstantiated by your analysis. A common error is to simply present a collection of good ideas that have no relationship to the prior consumer analysis. Therefore, make sure that your recommendations are tied directly to your analysis.

Project Deliverable

The grade breakdown for this project is based upon the following and the instructor reserves the right to make adjustments upward or downward from these baseline points:

Part 1) a brief introduction and description of the research you have conducted (30 points)
Part 2) a discussion of your research process—describe the method, sample selection (at least 30 completed questionnaires from the respondents), and data collection process, including secondary and primary data (100 points)
Part 3) an analysis of the data—provide objective facts about consumer behavior in the product category from your data & include at least three consumer behavior concepts you have learned from the class (75 points)
Part 4) your recommendation(s) – based on the facts from previous section, make at least three recommendations for improving the marketing programs currently employed (45 points)

The report (about 20 pages) must be/use:
A. 1-inch margin on all sides
B. Arial or Times New Roman size 12 font
C. Double Spaced.

Please attach your questionnaire and data sheet (e.g. Excel) to your final report. You will lose 20% of the credit for the late assignment for every 24 hour period (After the deadline, you get 20% off. 24 hours after the deadline will be another 20% off).

ACADEMIC DISHONESTY

I will comply with all University policies regarding academic dishonesty.

AN IMPORTANT NOTE

The instructor reserves the right, under unusual circumstances, to make modifications to the syllabus and communicate such modifications to the class. If you have any concern about any part of the syllabus, you need to contact the instructor in the first week of class to talk about it. Otherwise, it is assumed that you are in total agreement with all policies and instructions in the syllabus.
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<th>Topics</th>
<th>Homework Assignments</th>
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<tr>
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<td>Chapter 1</td>
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<tr>
<td>Week of August 27</td>
<td>Chapters 2 &amp; 3</td>
<td>Ch.2 #42 (page 75)</td>
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<td></td>
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<td>Due by 23:59 pm (CST) on September 2</td>
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<tr>
<td>Week of September 3</td>
<td>Chapters 4 &amp; 5</td>
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<tr>
<td>Week of September 10</td>
<td>Chapters 6 &amp; 7</td>
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<tr>
<td>Week of September 17</td>
<td>Exam 1 (Ch. 1-7)</td>
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<td></td>
<td>Work on CB Project</td>
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<tr>
<td>Week of September 24</td>
<td>Chapters 8 &amp; 9</td>
<td>Video Essay 1</td>
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<td>Due by 23:59 pm (CST) on September 30</td>
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<tr>
<td>Week of October 1</td>
<td>Chapters 10 &amp; 11</td>
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<tr>
<td>Week of October 8</td>
<td>Chapters 12 &amp; 13</td>
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<td>Week of October 15</td>
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<tr>
<td>Week of October 22</td>
<td>Chapters 14 &amp; 15</td>
<td>Video Essay 2</td>
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<tr>
<td>Week of October 29</td>
<td>Chapters 16 &amp; 17</td>
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<td>Week of November 5</td>
<td>Chapters 18 &amp; 19</td>
<td>Ch.18 #41 (page 650)</td>
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<td>Due by 23:59 pm (CST) on November 11</td>
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<tr>
<td>Week of November 12</td>
<td>Chapter 20</td>
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<td>Work on CB Project</td>
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<tr>
<td>Week of November 19</td>
<td>HAPPY THANKSGIVING!</td>
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<tr>
<td>Week of November 26</td>
<td>Exam 3 (Ch. 14-20)</td>
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<td>Work on CB Project</td>
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<tr>
<td>Week of December 3</td>
<td>Finish up CB Project</td>
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<td>CB Project</td>
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