



# DOANE UNIVERSITY SYLLABUS

<b>Course Title</b>	Consumer Behavior
<b>Course Number</b>	BUS 301
<b>Number of Credits</b>	3
<b>Course Dates</b>	WIN 1 2019 (October 14 – December 14)
<b>Instructor</b>	Pete Poppert
<b>Email Address</b>	Pete.Poppert@Doane.edu
<b>Office Hours/Availability</b>	Accessible by email, phone or text anytime
<b>Phone Number</b>	402-417-4329 Phone & texts
<b>Textbook Information: (e.g. title, edition, publisher, ISBN)</b>	<b>Consumer Behavior: Buying, Having, and Being (12<sup>th</sup> edition)</b> <b>Michael R. Solomon</b> , Saint Joseph University ISBN-13: 9780134129938 Publisher: Pearson/Prentice Hall
<b>Additional Course Materials</b>	N/A
<b>Course Description</b>	An emphasis on the application of behavioral science theories, concepts, methods, and research findings to the understanding and prediction of consumer behavior as the basis of decision-making by marketing managers. Upon successful completion of this course, students will be able to 1) understand the concept of consumer behavior from the perspectives of buying, using and disposing; 2) study, practice and analyze various models of consumer decision making; 3) evaluate methods of manipulating the environment in an effort to cause consumer behavior; 4) learn how human needs, motives, personality, attitudes and other internal factors impact consumer behavior; 5) practice models of consumer learning; and 6) explore how family, culture and subculture impact consumer behavior.
<b>Program Outcomes</b>	a. Develop and use analytical and creative thinking skills to gather and analyze information, to identify and solve problems, to determine potential outcome alternatives, and to make appropriate decisions

	<p>b. Gain knowledge and understanding of the theories of marketing and the ability to apply those theories to situations in the workplace</p> <p>c. Gain knowledge and understanding of the ethical and legal issues involved in marketing</p> <p>d. Gain knowledge and understanding of the various components of a business enterprise and the interrelationship of those components</p> <p>e. Gain knowledge and understanding of the nature of change and develop a willingness to anticipate, adapt, and respond effectively to change</p>
<b>Course Learning Outcomes/Objectives</b>	<p>1) understand the concept of consumer behavior from the perspectives of buying, using and disposing;</p> <p>2) study, practice and analyze various models of consumer decision making;</p> <p>3) evaluate methods of manipulating the environment in an effort to cause consumer behavior;</p> <p>4) learn how human needs, motives, personality, attitudes and other internal factors impact consumer behavior;</p> <p>5) practice models of consumer learning; and</p> <p>6) explore how family, culture and subculture impact consumer behavior.</p>
<b>Course Prerequisites</b>	N/A
<b>Technology Requirements</b>	<a href="https://www.doane.edu/faq/minimum-computer-requirements">https://www.doane.edu/faq/minimum-computer-requirements</a>

<b>Week or Module</b>	<b>Topic</b>	<b>Content</b>	<b>Assessments Matched to Learning Outcomes</b>	<b>Due Date &amp; Time</b>
Week 1 – Module 1	Guest Speakers: Dr. Katrina Cordts Brandon Poppert	Popular Consumer Behavior Theories and observations	No Assessments	
Week 2 – Module 2	Buying, Having, and Being ; Perception	Read Chapters--1,2 & 3	Multiple Choice Quiz (LO 1-6); Assignment #1	Week 2 by 11:59 pm
Week 3 – Module 3	Learning & Memory; Motivation & Affect; The Self	Read Chapters--4, 5 & 6	Multiple Choice Quiz (LO 1-6); Assignment #2	Week 3 by 11:59 pm
Week 4 – Module 4	Personality, Lifestyles, & Values; Attitudes & Persuasive Communication	Read Chapters—7 & 8	Multiple Choice Quiz (LO 1-6); Assignment #3	Week 4 by 11:59 pm
Week 5 – Module 5	Decision Making; Buying, Using & Disposing	Read Chapters—9 & 10	Multiple Choice Quiz (LO 1-6); Assignment #4	Week 5 by 11:59 pm
Week 6	Groups & Social Media; Income & Social Class	Read Chapters—11 & 12	Multiple Choice Quiz (LO 1-6); Assignment #5	Week 6 by 11:59 pm
Week 7	Subcultures; Culture	Read Chapters—13 & 14	Multiple Choice Quiz (LO 1-6); Assignment #6	Week 9 by 11:59 pm
Week 8 – Module 6	No Class	Work on Final Project	Final Project	Week 8 by 11:59 pm
Week 9	Make up Class if needed			

## Grading Assessments

Type of Assessment	Points	Total possible points
Definition and Concept term multiple choice quiz	30 points per quiz	180 points
Weekly assignments	50 points per assignment	300 points
Final Project	200 points	200 points
<b>Total Graded Points</b>		680 points

## Grade Scale

%	Letter	Points
100%	A+	680
93%	A	632
90%	A-	612
87%	B+	592
83%	B	564
80%	B-	544
77%	C+	524
73%	C	496
70%	C-	476
67%	D+	456
63%	D	428
60%	D-	408
0%	F	0

<b>Participation Policy</b>	<p>A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade.</p> <p>Students must notify the instructor by 4:00 the day of class to be considered excused.</p>
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<b>Study Time</b>	Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.
<b>Late Work</b>	The student must inform and get permission for late quizzes and assignments. Failure to notify the instructor will result in a 10% reduction in points available.
<b>Submitting Assignments</b>	All assignments, quizzes and projects must be submitted via Blackboard. No email or in class submissions will be allowed.
<b>Communication Policy including Assignment Feedback</b>	All assignments will be graded before the next class meets.
<b>Academic Integrity Policy</b>	<p>Doane University expects and requires all its students to act with honesty and integrity and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is defined in four categories:</p> <ol style="list-style-type: none"> <li>1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise."</li> <li>2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise."</li> <li>3. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same.</li> <li>4. Plagiarism - "Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise," in both oral and written projects.</li> </ol> <p><i>Gehring, D., Nuss, E.M., &amp; Pavela, G. (1986). Issues and perspectives on academic integrity. Columbus, OH: National Association of Student Personnel Administrators</i></p> <p>For more information on the sanctions for academic dishonesty, please visit the website:  <a href="http://catalog.doane.edu/content.php?catoid=18&amp;navoid=1448#Academic_Dishonesty">http://catalog.doane.edu/content.php?catoid=18&amp;navoid=1448#Academic_Dishonesty</a></p>
<b>Academic Support</b>	<p>Please contact <a href="mailto:academicsupport@doane.edu">academicsupport@doane.edu</a>  <a href="https://www.doane.edu/graduate-and-adult/academic-support">https://www.doane.edu/graduate-and-adult/academic-support</a></p>
<b>Disability Services</b>	<p><a href="https://www.doane.edu/disability-services">https://www.doane.edu/disability-services</a>  Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is</p>

	responsible for his or her educational and personal needs while enrolled at Doane University.
<b>Military Services</b>	<a href="https://www.doane.edu/graduate-and-adult/military">https://www.doane.edu/graduate-and-adult/military</a>
<b>Anti-Harassment Policy</b>	<a href="http://catalog.doane.edu/content.php?catoid=5&amp;navoid=452">http://catalog.doane.edu/content.php?catoid=5&amp;navoid=452</a>
<b>Grade Appeal Process</b>	<a href="http://catalog.doane.edu/content.php?catoid=5&amp;navoid=238">http://catalog.doane.edu/content.php?catoid=5&amp;navoid=238</a>
<b>Credit Hour Definition</b>	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
<b>Syllabus Changes</b>	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.
<b>Doane Syllabus Addendum</b>	Each student is responsible for being aware of the policies, resources, and expectations as specified in the Doane Syllabus Addendum located at <a href="https://www.doane.edu/Syllabus">https://www.doane.edu/Syllabus</a> .