



SYLLABUS

Course Title	Consumer Behavior
Course Number	BUS 301 ONLINE
Number of Credits	3
Course Dates	10/14/19 - 12/14/19
Instructor	Jeff Frohwein
Email Address	Jeffrey.frohwein@doane.edu
Office Hours/Availability	Via email or by appointment
Phone Number	605.366.5562
Textbook Information: (e.g. title, edition, publisher, ISBN)	Consumer Behavior, Cengage Publisher, ISBN 1305507275 ISBN-13 9781395597272 Authors Wayne D Hoyer, Deborah J Macinnis, Rik Pieters
Additional Course Materials	NA
Course Description	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; 6)

	Explore how family, culture and subculture impact consumer behavior.
Program Outcomes	<p>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> <p>b. Gain knowledge and understanding of the ethical and legal issues involved in business</p> <p>c. Gain knowledge and understanding of the various components of a business enterprise and the interrelationship of those components</p> <p>d. Gain knowledge and understanding of the nature of change and develop a willingness to anticipate, adapt, and respond effectively to change</p> <p>e. Obtain an understanding of the value of diversity</p>
Course Learning Outcomes/Objectives	<p>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.</p>
Course Prerequisites	BUS 251
Instructional Details	
Technology Requirements	https://www.doane.edu/faq/minimum-computer-requirements

Course Schedule

<u>Week or Module</u>	<u>Topic</u>	<u>Content</u>	<u>Assessments Matched to Learning Outcomes</u>	<u>Due Date & Time</u>
<u>Module 1</u>	<u>Motivation, Ability and Opportunity</u>	<u>Text: Consumer Behavior Chapter 1, 2</u> <u>Watch Video</u>	<u>Discussion Board: Analyzing Consumer Behavior (MO 1)</u> <u>Reflection Post; (MO 1,2)</u> <u>Quiz (MO 4)</u>	<u>Discussion Boards: Thursday at 11:59 PM</u> <u>Reflection Post: Saturday at 11:59 PM</u> <u>Quiz: Sunday 11:59</u>
<u>Module 2</u>	<u>Exposure to Comprehension</u>	<u>Text: Chapter 3 and 4</u> <u>Watch Videos</u>	<u>Discussion Board: Memory Retrieval (MO 3)</u> <u>Assignment: Opinion Paper (MO 2)</u> <u>Quiz (MO 1)</u>	<u>Discussion Boards: Thursday at 11:59 PM</u> <u>Paper: Sunday at 11:59 PM</u> <u>Quiz: Sunday 11:59</u>

<u>Module</u> <u>3</u>	<u>Attitudes</u> <u>based on High</u> <u>and Low</u> <u>Efforts</u>	<u>Text:</u> <u>Chapter</u> <u>5,6, and 7</u> <u>Watch</u> <u>Videos</u>	<u>Discussion</u> <u>Boards:</u> <u>Cognitive</u> <u>Models and</u> <u>High Effort</u> <u>Decision</u> <u>Making (MO</u> <u>1)</u> <u>Assignment:</u> <u>Outline 5</u> <u>Issues</u> <u>Marketers</u> <u>face in low</u> <u>effort (MO</u> <u>2)</u> <u>Reflection</u> <u>AHA</u> <u>Moment</u>	<u>Discussion</u> <u>Boards: Thursday</u> <u>at 11:59 PM</u> <u>Assignment:Sund</u> <u>ay at 11:59 PM</u> <u>Reflection</u> <u>Post:Saturday at</u> <u>11:59 PM</u>
<u>Module</u> <u>4</u>	<u>Judgement</u> <u>and Decision</u> <u>Making on</u> <u>High and Low</u> <u>Effort and</u> <u>Post Decision</u> <u>Making</u> <u>Process</u>	<u>Text:</u> <u>Chapter</u> <u>8, 9 and</u> <u>10</u> <u>Watch</u> <u>Videos</u>	<u>Discussion</u> <u>Board:</u> <u>Buyers</u> <u>Remorse</u> <u>(MO 3)</u> <u>Paper:</u> <u>Consumer</u> <u>Experience</u> <u>and Buyers</u> <u>Remorse (</u> <u>MO 2 and 3)</u> <u>Reflection</u> <u>AHA</u> <u>Moment (</u> <u>MO 1, 2 and</u> <u>3)</u>	<u>Discussion</u> <u>Boards: Thursday</u> <u>at 11:59 PM</u> <u>Reflection</u> <u>Post:Saturday at</u> <u>11:59 PM</u> <u>Paper: Sunday</u> <u>11:59</u>

<u>Module 5</u>	<u>Social Influence on Consumer Behavior</u>	<u>Text: Chapter 11 and 12</u>	<u>Discussion Board: Opinion Leaders and Influencers (MO 1 and 3)</u> <u>Reflection AHA Moment (MO 1, 2 and 3)</u> <u>Quiz (MO 2)</u>	<u>Discussion Boards: Thursday at 11:59 PM</u> <u>Reflection Post:Su day at 11:59 PM</u> <u>Quiz: Sunday 11:59 PM</u>
<u>Module 6</u>	<u>Household and Social Class Influence</u>	<u>Text: Chapter 13, 14</u> <u>Watch Videos</u>	<u>Discussion Board: Household and Social Class (MO 1 and 2)</u> <u>Infographic Assignment (MO 3)</u> <u>Reflection AHA Moment</u>	<u>Discussion Boards: Friday at 11:59 PM</u> <u>Assignment:Sund ay at 11:59 PM</u> <u>Reflection Post:Satur day at 11:59 PM</u>
<u>Module 7</u>	<u>Innovation, Adoption, resistance and diffusion</u>	<u>Text: Chapter 15 and 16</u> <u>Watch Videos</u>	<u>Discussion Board: Innovation and Adoption (MO 1)</u> <u>Paper: Reverse</u>	<u>Discussion Boards: Thursday at 11:59 PM</u> <u>Reverse Marketing Paper :Sunday at 11:59 PM</u>

			<u>Marketing (MO 2)</u>	
<u>Module 8</u>	<u>Marketing Ethics and Social Responsibility in Today's World</u>	<u>Text: Chapter 17</u> <u>Watch videos</u>	<u>Discussion Board: Discerning Customers (MO 3)</u> <u>Opinion Paper: Ethics in Consumer Behavior (MO1 and MO 2)</u>	<u>Discussion Boards: Thursday at 11:59 PM</u> <u>Opinion Paper: Sunday at 11:59 PM</u>

Grading Assessments

<u>Type of Assessment</u>	<u>Points</u>	<u>Total possible points</u>
<u>Self Introduction Discussion</u>	<u>35 Pts</u>	<u>35</u>
<u>Discussion Boards</u>	<u>60 Pts</u>	<u>480</u>
<u>Reflection Posts</u>	<u>50 Pts</u>	<u>175</u>
<u>Quiz</u>	<u>50 Pts</u>	<u>150</u>
<u>Paper (s) and Assignments</u>	<u>100 Pts</u>	<u>600</u>

Online Courses ONLY

Online Course

This is an online course and therefore there will not be any face-to-face class sessions. All assignments and course interactions will utilize internet technologies.

Communicating with the Instructor

This course uses a “three before me” policy in regards to student to faculty communications. When questions arise during the course of this class, please remember to check these three sources for an answer before asking me to reply to your individual questions:

1. Course syllabus
2. Announcements in Blackboard
3. The “Question Center” discussion board

This policy will help you in potentially identifying answers before I can get back to you and it also helps your instructor from answering similar questions or concerns multiple times.

If you cannot find an answer to your question, please first post your question to the “Question Center” discussion board. Here your question can be answered to the benefit of all students by either your fellow students who know the answer to your question or the instructor. You are encouraged to answer questions from other students in the discussion forum when you know the answer to a question in order to help provide timely assistance.

If you have questions of a personal nature such as relating a personal emergency, questioning a grade on an assignment, or something else that needs to be communicated privately, contact me via email or phone. My preference is that you will try to email me first. Please allow 24 hours for me to respond to emails Monday-Friday and 48 hours on the weekend.

If you have a question about the technology being used in the course, please contact the Doane University Help Desk for assistance.

Phone: 402-826-8411

Email: helpdesk@doane.edu

Web: <http://www.doane.edu>

Computer Requirements

Minimum computer requirements for the successful use of Blackboard:

http://www.doane.edu/about-doane/offices/its/help-and-support#min_requirements

Minimum computer requirements for success in this course:

- Reliable computer and internet connection
- A web browser (Chrome or Mozilla Firefox)
- Adobe Acrobat Reader (free)
- Adobe Flash Player (free)
- Word processing software—Microsoft Word or Google Docs

- Webcam and mic

You are responsible for having a reliable computer and internet connection throughout the course.

Email and Internet

You must have an active Doane University e-mail account and access to the Internet. *All instructor correspondence will be sent to your Doane University e-mail account.* Please plan on checking your Doane Gmail account regularly for course related messages.

This course uses Blackboard for the facilitation of communications between faculty and students, submission of assignments, and posting of grades. The Blackboard Course Site can be accessed at <http://bb2.doane.edu>

Submitting Assignments

All assignments, unless otherwise announced by the instructor, **MUST** be submitted via Blackboard. Each assignment will have a designated place to submit the assignment.

Campus Network or Blackboard Outage

When access to Blackboard is not available for an extended period of time (greater than one entire evening - 6pm till 11pm) you can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by midnight).

Grade Scale

A+ = 97-100% A = 94-96% A- = 90-93% B+ = 87-89% B = 84-86% B- = 80-83%
 C+ = 77-79% C = 74-76% C- = 70-73% D+ = 67-69% D = 64-66% D- = 60-63%
 F= 59% or below

Participation Policy	<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>(Faculty to insert any additional class participation; see resource page for ideas.)</p>
Study Time	<p>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.</p>

Late Work	(Include expectations regarding late work; please see attachment for examples.)
Submitting Assignments	(Include expectations regarding students' submission of assignments, for example, in class or in Blackboard.)
Communication Policy including Assignment Feedback	(State your policy on timeliness of communicating with students and length of time needed before assignments will be graded, e.g. 48 hours.)
Academic Integrity Policy	<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"> 1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise." 2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise." 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. 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. <p><i>Gehring, D., Nuss, E.M., & 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:</p> <p>https://catalog.doane.edu/content.php?catoid=16&navoid=1333</p>
Academic Support	<p>Please contact academicsupport@doane.edu</p> <p>https://www.doane.edu/graduate-and-adult/academic-support</p>

Disability Services	https://www.doane.edu/disability-services 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 responsible for his or her educational and personal needs while enrolled at Doane University.
Military Services	https://www.doane.edu/graduate-and-adult/military
Anti-Harassment Policy	http://catalog.doane.edu/content.php?catoid=5&navoid=452
Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238
Credit Hour Definition	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.
Syllabus Changes	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.
Doane Syllabus Addendum	Each student is responsible for being aware of the policies, resources, and expectations as specified in the Doane Syllabus Addendum located at https://www.doane.edu/Syllabus .