

University of New Orleans
College of Business Administration
Fall 2008
MKT 3505 — Consumer Behavior
Section 002: Thursday 6:00 PM- 8:45 PM, Room KH 225

Instructor: Lisa A. Palumbo
Office: KH 346
Hours: 4:30-5:30 PM Tuesdays & Thursdays and by appointment.

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**IMPORTANT NOTE: E-mail Subject header must contain "MKT3505 Fa08" See page 4.

Text: **Consumer Behavior, 7/E**, Michael Solomon, Copyright: 2007
ISBN-10: 0132186942 or ISBN-13: 9780132186940

Other Reading: Other articles of interest may be assigned and linked on the Audible Vision website, in the area designated for this course or as otherwise indicated. (www.audiblevision.com)

Objectives: In this course, students will learn:

- the internal dynamics of individuals as consumers
- the individual determinants of consumer behavior: perception, learning, motivation, self-concept, personality and attitudes
- the steps in the consumer purchase decision-making process
- the differences in purchase decision-making between individuals and organizations
- the impact of reference groups and opinion leaders in consumer behavior
- how income and social status influence consumer behavior
- how age influences consumer behavior
- how race, ethnicity and religion influence consumer behavior
- the cultural, sub-cultural, and cross-cultural variations and influences in consumer behavior
- the relationship between consumption and the creation and diffusion of culture
- how to apply knowledge and understanding of consumer behavior to marketing decisions
- the importance of ethics when applying knowledge of consumer behavior to marketing decisions

Grading: Final course grades will be based on the following:

Tests —75% (3 at 25% each)
Assignments —15%
Class Participation — 10%

Final letter grade for the class will be determined on a 10-point scale (i.e., 90 – 100 =A)

Grading, continued.

The grade you receive at the end of the semester is the grade you earn. Please review the following information carefully so that you will be clear on my expectations and your responsibilities.

Tests

Tests will consist of multiple-choice and/or true/false questions. Short-answer essay questions may be added at your instructor's discretion. All questions will be based on the material presented in class and from readings. If we cover it in class, it's fair game for a test and I will inform you if any material will be excluded.

Make-up tests and "Incomplete" grades are intended for emergencies and extraordinary situations **only**. The fact that you have a lot of work to do does not fit these criteria. Make-up exams and "Incompletes" are given at your instructor's discretion, and are not given lightly. If extraordinary adverse circumstances arise on a test day, you must inform me immediately or as soon as is reasonably possible. Failure to do so predisposes me to skepticism and reduces the likelihood of my sympathy for your predicament. Be prepared to provide documentation of any event that causes you to miss a test and be prepared for it to be verified. And please don't even think about trying to "BS" me on this. I've had students try to pull this off before and fail. Try it, and you'll see the unfriendly side of me, as it will be an embarrassing and costly mistake for you.

Assignments

Short, written assignments to be completed outside of class will be given periodically throughout the semester. Late assignments will receive a reduction of 10% of the earned score for each successive week that you fail to turn them in. Under certain circumstances, I may waive this penalty. Please do not turn in assignments via e-mail unless instructed to do so.

Class Participation

The work we do in class is designed to develop your comprehension of consumer behavior and to begin the development of analytical and decision-making skills using what you learn. Class participation grades are derived from **attendance, participation in class discussion and activities, and classroom conduct**. These are discussed in more detail in the following paragraphs:

Discussion and Class Exercises: Much of the material covered in this class will be presented through discussion and class exercises as we progress through the text. In order to achieve our objectives, we will employ active learning methods that go beyond simple lectures on the concepts and strategies associated with the subject. Discussions will encourage you to think about the course material in more meaningful ways, reinforce and build on existing knowledge, and allow you to apply what you learn to a variety of real-life marketing situations. It is therefore in your best interest to come to each class prepared to contribute.

Don't be afraid to speak up. There are often controversial issues related to marketing. For each issue, there will always be a number of simple facts to consider along with different perspectives from which to view the situation. It is possible that many of us will take different positions on these issues and some will have very strong opinions about them. No opinion or position is necessarily wrong or right and alternate viewpoints offer us all great opportunities to think in new ways. If a situation arises wherein you find someone in opposition to your perspective, please do not take the points of debate directed at your position as a lack of respect for you or your opinion. Rational debate stimulates higher levels of thinking and is a great tool of discovery. We have a lot to learn from each other, so please don't be afraid to share your thoughts, ask questions or play devil's advocate. It will make the class more interesting for us all.

Attendance is required and roll will be taken at each meeting. Frequent absences will not only be a liability in terms of your class participation grade, (you cannot participate if you are not present) but will also deprive you of an important part of the active and integrated learning experience this course seeks to offer. If you are late and I've already taken attendance, it's up to you to ensure that your presence has been recorded for the day.

Missed Classes—In certain circumstances, I will excuse a missed class. Excused absences are given half credit toward participation. However, *you must communicate with me* via e-mail **in advance** regarding missed classes, and your message must include the courtesy of an explanation in order to be considered for this credit. Simply e-mailing me doesn't automatically mean your absence is excused. I understand that there may be occasions where unforeseen circumstances make it impossible for you to contact me via e-mail in advance of an absence. In such circumstances, you may contact me by phone as soon as possible (as long as it's not during our scheduled class time), but you **must** document the conversation via e-mail within 24 hours.

If you miss class(es), it is **your responsibility, not mine**, to make sure you get any information, assignments, exercises, announcements, etc. presented on the day(s) in question. Get to know at least two of your classmates and get their contact information so that you can find out what you missed on the day(s) you were absent. (See last page.) Occasionally, short, written assignments or exercises will be given and subsequently collected and evaluated as part of your attendance grade. There are no make-ups for missed class assignments.

Classroom Conduct: Such comments as the following should go without saying and like most of this section of the document has been written for the benefit of a small minority. Students should behave professionally in class as in a business meeting. Such conduct entails behaving respectfully toward your instructor and fellow students. Inappropriate behavior includes but is not limited to side conversations with other students during lecture or class discussions, engaging in any activities unrelated to this class (text messaging, playing around on your laptop), taking or making cell phone calls, sleeping, eating or simply not paying attention. Any student exhibiting such conduct may be either temporarily or permanently removed from classroom lectures.

Extra Credit

I offer all students the opportunity to earn a limited (but generous) amount of extra credit throughout the semester. (You will be given more specific information in a separate document). The amount of credit earned (if any) depends on the substance of your work and its value as an enhancement to our learning experience. The last day of class (which is also the day of our last test), is the last day to turn in any extra credit work.

Lately it seems that a growing number of students are shirking their responsibilities throughout the semester, then, upon realizing that their final grades are lower than what they need to graduate, stay off probation, not get kicked out, etc., show up begging me to accept late submissions for extra credit. Let me make it clear right now **that I will not accept extra credit submissions after the deadline.** Period. Most professors don't even offer this opportunity. Extra credit is like an insurance policy. You cover yourself in *advance* of a problem. Therefore, if it's important that you make a certain grade, then behave that way throughout the semester because when it's over, it's over and you won't get any sympathy from me otherwise. Remember, points are not guaranteed and your work has to meet certain standards. I can't give you feedback if you wait too long. So, if a good grade is important to you, hedge your bets do as much as you can before the last day of class.

Communication

Communication is the foundation of all relationships and the essential component of all learning and teaching. The process of learning and teaching involves ongoing bidirectional feedback. Therefore, I encourage you to communicate with me whenever you have questions or uncertainty about the material we cover. I am always willing to help students who need it, but until I develop acute mind-reading skills, it's up to you to let me know when you are having problems. Good communication is its own reward, and much more in this case.

I have limited time for office hours but I am available for communication by e-mail, which is perhaps the easiest method, or by telephone. If you call and get my voicemail, in addition to leaving the usual pertinent information (name, class, phone numbers, etc.), **please let me know the latest that I can return your call.**

Even though it seems ridiculous to have to mention this, (but I do, because some students believe otherwise), my work at UNO is a very important part of my life, but it's not the *only* part. As a rule, I am not sitting by the telephone waiting for it to ring, nor am I in front of the computer 24/7 desperate for e-mail to answer. (Quite the contrary, in fact.) There are days when my schedule doesn't allow me to sit still long enough to check e-mail, and/or days when I'm not able to take calls for large blocks of time. So, please don't wait until the last minute to contact me with questions for which you desire an immediate response. (Or don't become upset with me if I don't get back to you as fast as you'd like.) Sometimes you'll get an e-mail response from me within minutes, sometimes not. And it's not uncommon for me to go through the entire weekend without checking e-mail at all. If you know this, you won't expect something I may not be able to deliver. You should also be aware that the chances of reaching me at my campus office are virtually nil at any time outside of office hours.

Important note about e-mail: Please use the e-mail address on the first page of this syllabus. If you use my UNO e-mail address, I cannot guarantee that I'll get the message. (UNO e-mail Due to a potentially overwhelming amount of spam, my e-mail client is set up to filter and sort incoming mail in a way that makes it easier for me to manage. Therefore, in order to ensure receipt of your message, the subject line must contain the following:

MKT3505 Fa08

Occasionally I may find it necessary to send a message to the whole class via e-mail. In the event that this occurs, I will send mail to your UNO e-mail account. Please be certain to check it regularly or make the necessary arrangements to have it forwarded to an account that you use routinely.

Location Of Course Documents And Materials: Blackboard is frequently off-line, uncooperative, or just too limited in its capabilities for certain functions. Because of these proclivities, I maintain part of my business website for students to access information and course materials: www.audiblevision.com Follow the links to find the page for your class. I may use Blackboard as an adjunct location for documents in the event of problems with my site. If you are looking for something and can't find it, check Blackboard. If you can't find it in either place, or if there are link and/or download problems, please inform me by phone or e-mail immediately and I'll address the problem as quickly as possible. (And please don't complain about it if you haven't bothered to communicate with me about it first.)

Non-native Speakers of English: A very technical vocabulary is used in this course. Understanding the specific meaning of words and concepts is critical for success. Because of this necessity, individuals for whom English is not his/her first language may need additional assistance. Many common dictionaries are inadequate in describing the technical meaning of a word as used in the course. I will gladly define and explain the meaning of concepts when asked. If words, terms or concepts are confusing during an exam, please seek assistance. Electronic dictionaries or devices can be used during an examination only with prior approval.

Academic Dishonesty and Misconduct: Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty and/or misconduct constitute a major violation of professional ethics and will not be tolerated. These violations include but are not limited to the following: cheating, including the use of illegally obtained notes or exams, drawing of exam answers from another's exam, the sharing of exam answers with others; plagiarism of any submitted material; tampering with academic records and examinations; falsifying identity; being an accessory to acts of academic dishonesty. You can acquaint yourself with the University's policy on academic

http://www.studentaffairs.uno.edu/studentpolicies/policymanual/academic_dishonesty.cfm

Be advised: I **do** check references and scan for plagiarism. I've caught students cheating and committing plagiarism before and if I catch you doing it, I **will** take action. So don't risk it.

Students are not allowed to take copies of the examination outside the classroom or from my office for any reason. **Any student who takes possession of any exam from this course by this instructor (no matter whose it may have been or may be) outside the supervision or permission of the instructor will receive an "F" in the course; likewise, any student who does not turn in the exam copy.**

Students With Disabilities: It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students who qualify for services will receive the academic modifications for which they are legally entitled. It is the responsibility of the student to register with the Office of Disability Services (UC 260) each semester and follow their procedures for obtaining assistance.

Schedule: Every class is different and it's often difficult to determine the pace at which a class will move in advance. Therefore, the following page shows the sequence of topics to be covered and where tests fall relative to that sequence, but no test dates are given in but you will be notified of tests well in advance.

For More Useful and Interesting Information, check out the postings on:

The Garden of Irks and Delights: Academic Edition

<http://lpstudentlinks.blogspot.com/>

This link is also available at www.audiblevision.com

Class #	Date	Subject	Chapter
1	8/28	Introductions, Consumers Rule	1
2	9/4	Perception	2
3	9/11	Learning and Memory; Motivation and Values	3 & 4
4	9/18	The Self	5
5	9/25	Personality and Lifestyles	6
6	10/2	Test #1	Study!
7	10/9	Semester Break	Have Fun!
8	10/16	Attitudes; Attitude Change and Interactive Communications	7 & 8
9	10/23	Individual Decision Making; Buying and Disposing	9 & 10
10	10/30	Group Influence and Opinion Leadership; Organizational and Household Decision Making	11 & 12
11	11/6	Test #2	Study!
12	11/13	Income and Social Class	13
13	11/120	Ethnic Racial, and Religious Subcultures; Age Subcultures	14 & 15
14	11/25	Cultural Influences on Consumer Behavior The Creation and Diffusion of Global Consumer Culture	16 & 17
15	12/2	Test #3*	Study!

* We'll have all of our tests during regular class days and will only have a test on the scheduled final exam day if something throws our schedule off.

STUDENT CONTACTS: for those times when you need to contact a classmate...

Name: _____	Name: _____
Phone #1: _____	Phone #1: _____
Phone #2: _____	Phone #2: _____
E-mail: _____	E-mail: _____

Just DO IT! Get those names and numbers NOW!