

<b>Course</b>	MRKT 5950 Consumer Buying Behavior								
<b>Term</b>	Example: Spring 2, 2008								
<b>Instructor</b>	Bill Yeager <a href="mailto:byeager@webster.edu">byeager@webster.edu</a> 816-537-6686								
<b>Catalog Description</b>	This course includes an analysis of consumer motivation, buyer behavior and perceptions, market adjustment, and product innovation relative to current theories of consumer market behavior and product reactions. Communication vehicles necessary to target specific marketing strategies to address unique consumer buying behavior traits are an integral part of this course.								
<b>Prerequisites</b>	MRKT 5000 Marketing								
<b>Course Level Learning Outcomes</b>	<p>Upon completion of this course the student should:</p> <ul style="list-style-type: none"> <li>• Have a complete understanding of consumer buying habits</li> <li>• Be able to identify the driving factors towards purchasing the product.</li> <li>• Be able to identify ways to target products in the market based on consumer buying habits.</li> <li>• Have a functional understanding of the consumer buying process and how it affects the success of the marketing</li> <li>• Be able to recognize the importance of building customer relationships and how to leverage this into the overall promotion plan.</li> </ul>								
<b>Materials</b>	<p><i>Consumer Behavior, Ninth Edition</i> Leon G. Schiffman &amp; Leslie Lazar Kanuk Prentice Hall ISBN 0-13-186960-4</p> <p>The book may be obtained through MBS Direct Books at 1-800-325-3252 or <a href="http://www.mbsdirect.net">www.mbsdirect.net</a>.</p>								
<b>Grading</b>	<table style="width: 100%; border: none;"> <tr> <td style="width: 80%;">Consumer Behavior Project</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Mid-term exam</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final Exam</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Class Participation</td> <td style="text-align: right;">10%</td> </tr> </table> <p><b>The GRADUATE catalog provides these guidelines and grading options:</b></p>	Consumer Behavior Project	30%	Mid-term exam	30%	Final Exam	30%	Class Participation	10%
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	<ul style="list-style-type: none"> <li>• <b>A/A-</b> Superior graduate work</li> <li>• <b>B+/B/B-</b> Satisfactory graduate work</li> <li>• <b>C</b> Work that is barely adequate as graduate-level performance</li> <li>• <b>CR</b> Work that is performed as satisfactory graduate work (B- or better). A grade of "CR" is reserved for courses designated by a department, involving internships, a thesis, practicums, or specified courses.</li> <li>• <b>F</b> Work that is unsatisfactory</li> <li>• <b>I</b> Incomplete work</li> <li>• <b>ZF</b> An incomplete which was not completed within one year of the end of the course. ZF is treated the same as an F or NC for all cases involving G.P.A., academic warning, probation, and dismissal.</li> <li>• <b>IP</b> In progress</li> <li>• <b>NR</b> Not reported</li> <li>• <b>W</b> Withdrawn from the course</li> </ul>
<p><b>Activities</b></p>	<p>A major consumer behavior project will be a major part of the course activities. This project will be a comprehensive building experience the will require weekly checkpoints for assessment. The students will be expected to be able to review progress with milestone dates identified to assure adequate progress.</p>
<p><b>Policy Statements: University Policies</b></p>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p><i>Academic Honesty</i> The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p><i>Drops and Withdrawals</i> Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p><i>Special Services</i> If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p><i>Disturbances</i> Since every student is entitled to full participation in class without</p>

	<p>interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p> <p><i>Student Assignments Retained</i>  From time to time, student assignments or projects will be retained by The Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be redacted from the assignment or project.</p> <p><i>Contact Hours for this Course</i>  It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>
<p><b>Course Policies</b></p>	<p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. The schedule below presents an approximate expectation of course progress. The instructor reserves the right to change the overall course grade weighting. Any changes will be announced in class.</p>
<p><b>Weekly Schedule</b></p>	<p>Week 1      Topics:</p> <ul style="list-style-type: none"> <li>• Course Introduction Consumer Behavior</li> </ul> <p>Assignment for week 2:</p> <ul style="list-style-type: none"> <li>• Read Chapters 1, 2 &amp;3, Consumer Behavior</li> <li>• Discuss</li> <li>• Video: Proctor &amp; Gamble</li> </ul> <p>Week 2      Topics:</p> <ul style="list-style-type: none"> <li>• Decision Making Process</li> </ul> <p>Assignment for Week 3:</p> <ul style="list-style-type: none"> <li>• Read Chapters 4,5,and 6</li> <li>• Case: C-5, Consumer Research</li> </ul> <p>Week 3      Topics:</p>

	<ul style="list-style-type: none"> <li>• Individual Consumerism</li> </ul> <p>Assignment for Week 4</p> <ul style="list-style-type: none"> <li>• Read Chapters 7, 8 and 9</li> <li>• Submit Topic for Project</li> <li>• Case C-21, Communication</li> </ul>
Week 4	<p>Topics:</p> <ul style="list-style-type: none"> <li>• Discuss Consumer Perceptions</li> </ul> <p>Assignment for Week 5</p> <ul style="list-style-type: none"> <li>• Review for Mid-term Exam</li> <li>• Video, Global Business &amp; Ethics</li> </ul>
Week 5	<p>Topics:</p> <ul style="list-style-type: none"> <li>• Mid-term Exam</li> </ul> <p>Assignment for Week 6</p> <ul style="list-style-type: none"> <li>• Read Chapters 10,11 and 12</li> <li>• Video, Motorola</li> </ul>
Week 6	<p>Topics:</p> <ul style="list-style-type: none"> <li>• Cross Cultural Consumer Behavior.</li> </ul> <p>Assignment for Week 7</p> <ul style="list-style-type: none"> <li>• Read Chapters 13 and 14</li> <li>• Case, C-31 Subcultures-Kraft</li> </ul>
Week 7	<p>Topics:</p> <ul style="list-style-type: none"> <li>• Consumer Decision Making</li> <li>• Project Presentations</li> </ul> <p>Assignment for Week 8:</p> <ul style="list-style-type: none"> <li>• Read Chapters 15 and 16</li> <li>• Video, Harley Davidson</li> <li>• Case, C-36 We Blog</li> </ul>

	<p>W eek 8      Topics:</p> <ul style="list-style-type: none"> <li>• Decision Processes</li> <li>• Project Presentations</li> </ul> <p>Assignment for Week 9</p> <ul style="list-style-type: none"> <li>• Review for Final</li> </ul> <p>Week 9      Topic:</p> <ul style="list-style-type: none"> <li>• Final Exam</li> </ul>
<b>Additional Information</b>	NONE

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