



Texas A&M University-Commerce

MKT 467-01W: Global Consumer Behavior

COURSE SYLLABUS

COURSE INFORMATION

MKT 467-01W: Global Consumer Behavior

Summer2, 2012 - 3 Credit Hours



Professor / Instructor Contact Information/Bio

Mary Anne Doty, Marketing Instructor

BA 211

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Mary Anne Doty has been a faculty member in the Department of Marketing and Management, College of Business and Technology, at Texas A&M University-Commerce since 2003. Over the past 28 years she has taught undergraduate business courses at the Universities of Arizona, Kentucky and Maryland, as well as at Eastern Kentucky University and Southern Methodist University. A generalist, Professor Doty has taught courses in Business Policy, Marketing, Retail Management, Advertising and Promotions, Sales, Product Management, Entrepreneurship, Channels of Distribution, and Global Consumer Behavior. Mrs. Doty received her MBA and was all but dissertation (ABD) for a Doctorate in Business Administration from the University of Kentucky.

In addition to her teaching experience, she has been a marketing consultant and has worked in event planning and political marketing. Professor Doty performs market research, develops strategic plans for new product launches, and does competitive analysis in her consulting work. Previous clients included Texas Instruments, Raytheon Corporation, Analog Devices, Inc, and Nortel Networks. Mrs. Doty continues to work with industry as a consultant and a provider of executive education programs.

Materials – Text

CB, 4th Edition, by Barry Babin and Eric Harris, South-Western Publishing (Cengage) 2013. ISBN-13: 978-1111821777. The text is absolutely essential to succeeding in this course. The list price is around \$65 new, which includes study cards and access to the publisher's website. 3rd Edition is also acceptable.



Course Description

Students examine global market segments and how to reach them their understanding of the consumer buying process as well as psychological and sociological variables which influence and motivate consumers. MKT 306 is a prerequisite for this course.

Goals / Rationale of the course:

- Students will be able to use this course to understand the factors that influence consumer behavior and apply this knowledge to predict how consumers respond to marketing strategies.
- The course will require you to research consumer norms in a different culture and develop a research paper with a group to demonstrate your understanding of consumer behavior within that culture.
- Students will gain insight into their own behavior by selecting a behavioral goal and keeping a journal about what influences their behavior over the semester.
- The course is organized with weekly assignments. Exams will be grouped in three modules: CH 1-5 (July 9-16); CH 6-11 (July 17-25); and CH 12-16 (July 26-Aug 7).

Course Outcomes/Objectives

This course aims to improve student understanding of concepts, principles, problems and applications of marketing to consumers worldwide. After completing this course, students should be able to:

1. Students will demonstrate an understanding of principles of consumer behavior, including terminology, concepts and major models of behavior.
2. Students will demonstrate understanding of cultural and sub-cultural influences on consumer behavior around the globe, and the role of marketing to people in different cultures.
3. Students will incorporate psychological, sociological and anthropological perspectives as they apply consumer behavior concepts to specific consumption situations.
4. Students will research and analyze specific consumer behavior in a culture different from their own through a team project.

TECHNOLOGY REQUIREMENTS

The following technology is recommended to be successful in this web-enhanced course: Internet connection – high speed recommended (not dial-up) and Word Processor. Additionally, the following hardware and software are necessary to use eCollege:

Our campus is optimized to work in a Microsoft Windows environment. This means our courses work best if you are using a Windows operating system (XP or newer) and a recent version of Microsoft Internet Explorer (6.0, 7.0, or 8.0). Your courses will also work with Macintosh OS X along with a recent

version of Safari 2.0 or better. Along with Internet Explorer and Safari, eCollege also supports the Firefox browser (3.0) on both Windows and Mac operating systems.

It is strongly recommended that you perform a “Browser Test” prior to the start of your course. To launch a browser test, login in to eCollege, click on the ‘myCourses’ tab, and then select the “Browser Test” link under Support Services.

COURSE REQUIREMENTS

Activities / Assessments

Exams: (45% of total course grade)

Closed book exams will cover the required textbook reading and the content of the online lectures. Complete the exams online by accessing the eCollege exam tool. The exams will be timed and grades made available to students following the submission of the exam. If you lose Internet connectivity during the exam, log back in immediately and continue on with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the eCollege Help desk immediately so that your issue is documented with a helpdesk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Exams consist of 75 multiple-choice questions (worth 150 points each), with 60 minutes allowed to complete each exam. I will open the exam at 7 am on the assigned day, and close it at 11 pm. That means you must begin by 10 pm if you want the entire 60 minutes. Exams are closed book and individual. That means using your book or notes, or working with another student is considered cheating and is grounds for an F in the course. Exam I (CH 1-5) is on Monday, July 16; Exam II (CH 6-11) is on Wednesday, July 25. The final exam (CH 12-16) is on Tuesday, August 7.

Quiz: (5% of total class grade)

The core concepts quiz is over key terms that will be covered in the textbook. I will give you a list of terms to study 1 week before the quiz on Thursday, August 2 or Friday, August 3.

There will also be **Practice Quizzes** (true/false format) which do not affect your grade. These quizzes are a study tool to give you quick feedback about what you understand from the readings. Once you have read the chapters, and reviewed the Power Points, the quiz will help you identify areas that need further review.

Assignments (50% of total course grade)

An important part of this course is applying what you have learned to real examples. The first assignment will familiarize you with our library databases as you search for articles and answer questions. For the Library Research assignment you will also open an account with endnote web, which enables you to share articles with classmates and your instructor, as well as formatting citations correctly. **This Library Research assignment is worth 5% of your grade, and is due on Wednesday, July 18.**

The second assignment gives you an opportunity to apply consumer behavior theory to your own life. You begin by selecting a consumer behavior that you might want to change about yourself, such as stopping a harmful behavior, (i.e. smoking, compulsive shopping or binge drinking,) or starting a new behavior (i.e. starting an exercise program or changing what you eat or buy). Over the month of the assignment you will journal and apply concepts from the textbook to describe factors influencing your behavior and how this insight could help you change the behavior. Each week you will have a number of topics to write about. Each topic should be a couple of paragraphs long. Grading will be based on the comprehensiveness of the entry and how well it incorporates CB terms and concepts (see rubric at the end of the syllabus). There will be a penalty for missing deadlines of each week's topics. **This CB Journal assignment is worth 15% of your grade and is due on Sunday, August 5, 2012 at midnight.**

The team project will begin after you submit the Library Research Assignment in Week 2. You may choose your team of 4 students to investigate how people live in another country. The assignment combines reporting on what you have learned with interpreting how that information influences the lives of people in your chosen country. The end result will be a research paper with a Power Point presentation about what you have learned. **This assignment is worth 30% of your grade. The deadline is Thursday, August 9, 2012 by noon.** One member will submit the group paper (in its entirety) to the Dropbox, where it will automatically be screened for plagiarism with Turnitin.com. Be sure all names are on the first page, in alphabetical order.

Assessment Method: See the rubric at the end of the syllabus for details on expectations for the team assignment.

Grading

Total Points Possible for Semester = 1000

900-1000 = A
800-899 = B
700-799 = C
600-699 = D
0-599 = F

Weights for Assessment	
Core Competency Quiz	5%
3 Exams	45%
CB Journal	15%
Library Research assignment	5%
Group Research Project	30%

ACCESS AND NAVIGATION

Access and Log in Information

This course was developed and will be facilitated utilizing eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to: <https://leo.tamuc-commerce.edu/login.aspx>.

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamuc-commerce.edu.

Being a Successful Online Student

- [What Makes a Successful Online Student?](#)
- [Self-Evaluation for Potential Online Students](#)
- [Readiness for Education at a Distance Indicator \(READI\)](#)
 - o *Login Information: Login = **tamuc**; password = **online***

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

For personal concerns or questions, email is the best way to contact me. I generally check my email several times each day and you can expect a response within 48 hours. Most questions will be answered within 24 hours. My replies will be sent to your myLeo email address.

If you have a question that affects the entire class, ask it in class or use the Virtual Office to clarify the answer. That way I can explain myself once instead of answering the same question multiple times. Always check your home page for Announcements when you login. I expect students will check their email daily and login at least 4 times per week.

Student Support

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Help:** Click on the '*Help*' button on the toolbar for information regarding working with eCollege (i.e. How to submit to dropbox, How to post to discussions etc...)
- **Chat Support:** Click on '*Live Support*' on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with eCollege Technical Support Representative.

COURSE AND UNIVERSITY POLICIES

Academic Honesty Policy

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. There are two problems that seem to come up in online classes. The first is students who attempt to cheat on exams. Exam questions are randomized in order, and a time limit is set. If you try to extend the time by claiming your computer was timed out before you can submit the exam, be aware that I can see how many questions you have answered and how long you were online.

The second problem is plagiarism. Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. All projects will be turned in through "Turnitin.com" to screen for plagiarism. THE PENALTY FOR CHEATING AND PLAGIARISM IS AN F IN THE COURSE.

All students must download the College's Statement on Academic Honesty, sign it, and return it. I will post instructions on this in Week 1.

Drop a Course

A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page. Thursday, July 26 is the last day to drop the class. Thursday, August 2 is the last day to withdraw from all classes with no refund and a grade of W.

Incompletes

Incompletes are only given when a student has completed all work up to the last week of the term, and has an extenuating circumstance. Students only have access to the eCollege course for two weeks following the final day of the term. Therefore, incompletes are rarely given.

Administrative Withdrawal

Students who do not login during the first 3 days of the semester will be administratively dropped from the class. Students who stop participating for over 5 days, and do not answer emails from the instructor may also be administratively dropped.

ADA Statement

Students with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835 Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu
[Student Disability Resources & Services](#)

COURSE OUTLINE

Week 1 (July 9-15) Read the assigned chapters and review Power Points for CH 1: What Is CB and Why Should I Care?; CH 2: Value and The CB Value Framework; CH 3: Consumer Learning – Perception; CH 4: Comprehension, Memory and Cognitive Learning; CH 5: Motivation and Emotion. Choose a specific behavior to write about and **begin your CB Journal Assignment for the Week 1 topics (due Sunday night at midnight)**. Begin the Library Research Assignment (**due Wednesday, July 18**).

Week 2 (July 16-22) **Exam 1 (CH 1-5) is on Monday, July 16 from 7 am until 11:30 pm (worth 15% of your grade)**. Read and review Power Points for CH 6: Personality, Lifestyles, and Self-Concept; CH 7: Attitudes and Attitude Change; CH 8: Customer Culture. Continue CB Journal assignment topics for Week 2 (deadline is Sunday night at midnight). **Library Research assignments are due on Wednesday, July 18 (worth 5% of your grade)**. Begin Team Project (due Thursday, August 9).

Week 3 (July 23-29) Read and review Power Points for CH 9: Microcultures; CH 10: Group and Interpersonal Influences; and CH 11: Consumers in Situations. **Exam 2 (CH 6-11) is on Thursday, July 26 from 7 am until 11:30 pm (worth 15% of your grade)**. Read and review Power Points for CH 12: Decision-Making I: Need Recognition and Search. Continue CB Journal Assignment topics for Week 3 (deadline Sunday night at midnight).

Week 4 (July 30- August 5) Read and Review Power Points for CH 13: Decision-Making II: Alternative Evaluation and Choice; CH 14: Consumption to Satisfaction; CH 15: Consumer Relationships and CH 16: Consumer and Marketing Misbehavior. **Core Concept quiz is due on Thursday, August 2 or Wednesday August 3 (worth 5% of your grade)**. **CB Journal Assignment topics for Week 4 must be completed by Sunday night) August 5) at midnight (worth 15% of your grade)**.

Week 5 (August 6-9) **Exam 3 (CH 12-16) is on Tuesday, August 7 from 7 am until 11:30 pm (worth 15% of your grade)**. Team Projects are due on **Thursday, August 9** at noon (**worth 30% of your grade**).

Rubric for MKT 467 Team Projects

Criteria	1	2	3
Comprehensiveness	All elements are covered thoroughly and are well elaborated	Most elements are covered thoroughly; some are mentioned briefly	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy.
Research	Exceeds expectations for quantity and quality of sources.	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	Meets the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as Wikipedia).
Incorporates CB terms and concepts	Applies CB concepts with a balance of description and analysis; Examples are original and correctly applied.	Applies course concepts and terminology correctly, where appropriate.	Rarely or never enlightens with demonstrations of course concepts; Just “answers the question” without tying the answer back to CB theory.
Writing style	Extremely well-written and edited. Team projects are written in one voice. Uses APA or MLA style correctly. Grammar and spelling are correct. All research sources are cited correctly.	Generally well-written and edited so that the document “speaks with one voice”; few errors in spelling or grammar. Most research sources are cited correctly.	Many grammatical or spelling errors in the paper. Distinct differences exist between sections written by different students. Research sources are not cited or are incorrectly cited.