



Texas A&M University-Commerce
MKT 467-01W: Global Consumer Behavior

COURSE SYLLABUS

COURSE INFORMATION

MKT 467-01W: Global Consumer Behavior
Spring 2014 - 3 Credit Hours

Professor / Instructor Contact Information/Bio

Mary Anne Doty, Marketing Instructor
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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 29 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, 5th Edition, by Barry Babin and Eric Harris, South-Western Publishing (Cengage) 2013. ISBN-13: 978-1-133-62968-9. The text is absolutely essential to succeeding in this course. The list price is around \$79 new, which includes study cards and access to the publisher's website. 4th Edition is also acceptable, but earlier ones will not have the same material.



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.
- Students will be assigned to a group to review a book with specific examples of how consumers respond in situations or within product categories.
- 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 (Jan 13-Feb 12); CH 6-10 (Feb 13-Mar 26); and CH 11-16 (March 27-May 5).

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

This course is made up of a series of assignments and assessments to assist you in achieving the course and module learning objectives/outcomes. Each week you will work on various combinations of lectures, assignments, activities, discussions, readings, research, etc. found in the course schedule. Attendance in class is important.

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 Wednesday, Feb 12; Exam II (CH 6-10) is on Wednesday, March 26. The final exam (CH 11-16) is on Monday, May 5.

Assignments (50% of total course grade)

An important part of this course is applying what you have learned to real examples. You begin by selecting a consumer behavior that you 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 course of the semester you will journal about what you have learned about your behavior, applying concepts from the textbook and describing the effects of your attempt to change your behavior. For each assigned topic, you will write a minimum of two detailed paragraphs, first answering a question about how your behavior is influenced by the topic and second describing your behavior, any changes, and the results. Grading is 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 journal assignment is worth 15% of your grade and is due on Thursday, April 18, 2014.

The second assignment is to read and review a consumer behavior-related book. You will select a book from my list, read it, and then write a 2 or 3 page (single-spaced) review that explains how the book relates to consumer behavior. The books are relatively inexpensive and are available online and at the campus library. **The due date is Thursday, February 20th. This assignment is also worth 10% of your grade.**

The team project will begin during Week 6. 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 25% of your grade. The deadline is Tuesday, April 29.**

Assessment Method: Papers will be graded on the comprehensiveness of the assignment (i.e. covering every element in the assignment), quality of research (using appropriate sources, objective sources), thoroughness of research (quantity of sources), quality of writing, incorporation of marketing terms and concepts in the paper, and originality of your recommendation.

Quiz: (5% of total class grade)

The core concept quiz is over key terms that will be covered in the textbook. I will give you a list of terms to study about 2 weeks before the quiz on Tuesday, April 15 or Wednesday, April 16.

There will also be true/false practice quizzes 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 Powers, the quiz will help you identify areas that need further review.

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 Concept Quiz	5%
3 Exams@ 15% each	45%
Consumer Behavior Journal	15%
Individual Book Review	10%
Group Research Project	25%

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 (except for Spring Break). 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, 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 3 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. January 29 is the last day to drop a class with a total refund. Tuesday, March 25 is the last day to drop a class with no refund. Friday, April 25 is the last day to withdraw from all classes.

Incompletes

Incompletes are only given when a student has completed all work up to the last 3 weeks 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 12 days of the semester may be administratively dropped from the class. Students who stop participating for over 10 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@tamuc.edu

COURSE OUTLINE

Week 1 (January 13-19, 2014) Read CH 1: What Is CB and Why Should I Care?

Week 2 (January 20-26, 2014) Read CH 2: Value and The CB Value Framework and CH 3: Consumer Learning – Perception. Begin Book Review Assignment, due February 20.

Week 3 (January 27 – February 2, 2014) Read CH 4: Comprehension, Memory and Cognitive Learning.

Week 4 (February 3-9, 2014) Read CH 5: Motivation and Emotion

Week 5 (February 10-16, 2014) **Exam I (CH 1-5) is on Wednesday, February 12 from 7 am until 11 pm**
Read CH 6: Personality, Lifestyles and Self Concept Form teams of 4 to begin the team project

Week 6 (February 17-23, 2014) **Submit Book Reviews to the dropbox by 10 pm on Thursday, February 20.** Read CH 7: Attitudes and Attitude Change. Teams select a country (from the list) for team project.

Week 7 (February 24 – March 2, 2014) Read CH 8: Group and Interpersonal Influence

Week 8 (March 3-9, 2014) Read CH 9: Consumer Culture

Spring Break (March 10-16, 2014)

Week 9 (March 17-23, 2014) Read CH 10: Microcultures

Week 10 (March 24-30, 2014) **Exam 2 (CH 6-10) on Wednesday, March 26 from 6:30 am until 11:00 pm** Read CH 11: Consumers in Situations.

Week 11 (March 31 - April 6, 2014) Read CH 12: Decision Making 1 – Need Recognition and Search and CH 13: Decision Making 2 – Alternative Evaluation and Choice

Week 12 (April 7-13, 2014) Read CH 14: Consumption to Satisfaction and CH 15: Consumer Relationships

Week 13 (April 14-20, 2014). Core Concept Quiz on **Tuesday, April 15 or Wednesday, April 16.**
Behavioral Change Journals due on Friday, April 18.

Week 14 (April 21-27, 2014). Read CH 16: Consumer and Marketing Misbehavior. Finish work on Group Project for next week's deadline

Week 15 (April 28- May 4, 2014). **Team projects due Tuesday, April 29 by 11 pm.**

Week 16 (May 5-9, 2014). **Final Exam (CH 11-16) is on Monday, May 5 from 7 am – 11 pm.**

Rubric for MKT 467 Team Projects

Criteria	1	2	3
Comprehensiveness	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy.	Most elements are covered thoroughly; some are mentioned briefly	All elements are covered thoroughly and are well elaborated
Research	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).	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).	Exceeds expectations for quantity and quality of sources.
Incorporates CB terms and concepts	Rarely or never enlightens with demonstrations of course concepts; Just "answers the question" without tying the answer back to CB theory.	Applies course concepts and terminology correctly, where appropriate.	Applies CB concepts with a balance of description and analysis; Examples are original and correctly applied.
Writing style	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.	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.	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.