



## **MKT 467.01W GLOBAL CONSUMER BEHAVIOR**

COURSE SYLLABUS: Spring 2019

### **INSTRUCTOR INFORMATION**

**Instructor:** Mary Anne Doty, Marketing Instructor

**Office Location:** BA 319

**Office Hours:** T R 9:30- 10:45 or by appointment

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**Preferred Form of Communication:** email

**Communication Response Time:** Generally within 24 hours M-F.

Mary Anne Doty has been a faculty member in the Department of Marketing and Business Analytics, College of Business, at Texas A&M University-Commerce since 2003. Over the past 30 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, International Marketing, 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. She was named a Global Fellow at TAMUC in 2016.

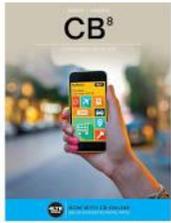
In addition to her teaching experience, she has been a marketing consultant and has worked in event planning and political marketing. Professor Doty performs market research, develops strategic plans for new product launches, and does competitive analysis in her consulting work. Previous clients included 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.

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# COURSE INFORMATION

## Materials – Textbooks, Readings, Supplementary Readings

**Textbook(s) Required:** *CB, 8th Edition*, by Barry Babin and Eric Harris, South-Western Publishing (Cengage) 2018. ISBN-13: 99781305577244. The text is absolutely essential to succeeding in this course. The list price is around \$85 new (even less if you rent) which includes study cards and access to the publisher's website. 7th Edition is also acceptable, but earlier ones will not have the same material. Cengage Publishing also has a flat rate price for leasing an unlimited number of textbooks during a semester. You may want to try this if you are taking other courses (such as MKT 367) that use Cengage textbooks this semester.



## 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 (Jan 14-Feb 13); CH 6-10 (Feb 14-March 27); and CH 11-16 (March 28-May 8).

## Student Learning Outcomes

MKT 467 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. SLO 1: Students will demonstrate an understanding of principles of consumer behavior, including terminology, concepts and major models of behavior.

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2. SLO 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. SLO 3: Students will incorporate psychological, sociological and anthropological perspectives as they apply consumer behavior concepts to specific consumption situations.
4. SLO 4: Students will be able to demonstrate knowledge of the interconnectedness of global dynamics (issues, processes, trends and systems).
5. SLO 5: Students will be able to apply knowledge of the interconnectedness of global dynamics *by researching and analyzing specific consumer behavior in a culture different from their own (team project).*

## **COURSE REQUIREMENTS**

### **GRADING**

Final grades in this course will be based on the following scale:

A = 90%-100%	900 points +
B = 80%-89%	800 – 899 points
C = 70%-79%	700 – 799 points
D = 60%-69%	600 – 699 points
F = 59% or Below	599 or fewer points
Total points Possible for Semester = 1000	

<b>Weights for Assessment</b>	
Core Concept Quiz @ 50 pts	5%
3 Exams@ 150 pts each	45%
Consumer Behavior Journal	15%
Global Dynamics Case	10%
Team Research Project	25%

### **Assessments**

#### **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 assignments, activities, readings, research, etc. which

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will be made available to you by each Monday and close on the date given in your course schedule.

### **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 D2L quiz 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 with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the Helpdesk 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 11:30 pm. That means you must begin by 10:25 pm if you want the entire 65 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, February 13; Exam II (CH 6-10) is on Wednesday, March 27. The final exam (CH 11-16) is on Wednesday, May 8. Grading is objective, based on terms, concepts and examples in the textbook. **(SLO 1 and SLO 2)**

### **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 Friday, April 19. SLO 3**

The second assignment is an individual case dealing with the interconnectedness of consumer behavior. **The due date is Monday, April 8. This assignment is also worth 10% of your grade. SLO 4**

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The team project will begin during Week 6. I will assign teams of 4 students to investigate specific comparisons of consumption in the US and 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 about what you have learned. **This assignment is worth 25% of your grade. The deadline is Wednesday, May 1st. SLO 5**

**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 cb terms and concepts (and interconnectedness) in the paper, and originality of your recommendation. See the rubric at the end of the syllabus for specific grading criteria.

### **Core Concept Quiz: (5% of total class grade)**

The Core Concept Quiz consists of multiple choice questions over key terms that will be covered in the textbook. I will give you a list of specific terms to study about 2 weeks before the quiz on Tuesday, April 23 or Wednesday, April 24. **SLO 1 and 2**

## **TECHNOLOGY REQUIREMENTS**

### **LMS**

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

## **ACCESS AND NAVIGATION**

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

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**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

## **COMMUNICATION AND SUPPORT**

If you have any questions or are having difficulties with the course material, please contact your Instructor.

### **Technical Support**

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

## **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

### **Course Specific Procedures/Policies**

- 1. Put all deadlines in your planner/calendar/phone. Deadlines are very important in business and I expect you to keep up with them.**
- 2. There is no extra credit.**
- 3. Be a contributing team member. Do your fair share and don't keep team members wondering if you're going to come through. Communicate.**
- 4. Login at least every other day during the semester. Check emails daily.**

### **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

## **University Specific Procedures**

### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

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Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

### **TAMUC Attendance**

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

### **Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

### **ADA Statement**

#### **Students with Disabilities-- ADA Statement**

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- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

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<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

### **COURSE OUTLINE / CALENDAR**

**week 1 (January 14-20, 2019)** Read CH 1: What Is CB and Why Should I Care?

**Week 2 (January 21-27, 2019)** Read CH 2: Value and The CB Value Framework and CH 3: Consumer Learning – Perception. Select topic for Behavioral Change Journal and get approval.

**Week 3 (January 28 - February 3, 2019)** Read CH 4: Comprehension, Memory and Cognitive Learning.

**Week 4 (February 4-10, 2019)** Read CH 5: Motivation and Emotion

**Week 5 (February 11-17, 2019)** **Exam I (CH 1-5) is on Wednesday, February 13 from 7 am until 11:30 pm.** Read CH 6: Personality, Lifestyles and Self Concept

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**Week 6 (February 18– 24, 2019)** Read CH 7: Attitudes and Attitude Change. Teams assigned for project.

**Week 7 (February 25 - March 3, 2019)** Read CH 8: Group and Interpersonal Influence

**Week 8 (March 4 - 10, 2019)** Read CH 9: Consumer Culture.

**Week 9 (March 11 - 17, 2019)** Read CH 10: Microcultures. Begin Individual Case, due Mon, April 8.

**Spring Break (March 18 - 24, 2019)**

**Week 10 (March 25 – 31, 2019)** *Exam 2 (CH 6-10) on Wednesday, March 27 from 7:00 am until 11:30 pm* Read CH 11: Consumers in Situations.

**Week 11 (April 1 - 7, 2019)** Read CH 12: Decision Making 1 – Need Recognition and Search and CH 13: Decision Making 2 – Alternative Evaluation and Choice

**Week 12 (April 8 – 14, 2019)** **Submit Individual Case by Monday, April 8.** Read CH 14: Consumption to Satisfaction.

**Week 13 (April 15 - 21, 2019).** Read CH 15: Beyond Consumer Relationships. *Behavioral Change journals due on Friday, April 19.*

**Week 14 (April 22 – 28, 2019).** Read CH 16: Consumer and Marketing Misbehavior. Core Concept Quiz on **Tuesday, April 23 or Wednesday, April 24**. Finish work on Group Project for next week's deadline

**Week 15 (April 29 - May 5, 2019).** *Team projects due Wednesday, May 1 by 11 pm.*

**Week 16 (May 8, 2018).** *Final Exam (CH 11-16) is on Wednesday, May 8 from 7 am – 11 pm.*

### Rubric for MKT 467 Team Projects

Criteria	1 Needs Improvement	2 Meets Expectations	3 Exceeds Expectations
<b>Comprehensiveness</b>	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed explanation.	Most elements are covered thoroughly; some are mentioned briefly.	All elements are covered thoroughly and are well elaborated.
<b>Research</b>	Fails to meet 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).	Meets or exceeds 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 both quantity and quality of sources.
<b>Incorporates CB terms and concepts</b>	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.
<b>Writing style</b>	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 style correctly. Grammar and spelling are correct. All research sources are cited correctly.

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