

Consumer Behavior

MKT 313-003 | Spring 2019 | 3 Credit Hours

Lecturer

Ms. Susana Jaramillo Echeverri

Contact Information

UA Campus Directory:

- [Ms. Susana Jaramillo Echeverri](#)

Prerequisites

UA Course Catalog Prerequisites:

MKT 300

Course Description

Course Description and Credit Hours

Analysis of the basic processes underlying buyer behavior. Various factors are examined, including external influences (e.g., culture, reference groups, family) and internal influences (e.g., perceptions, attitudes, personality). Primary emphasis is on final consumers with a secondary emphasis on the external and internal influences affecting organizational buyers.

Required Texts

Required Texts from UA Supply Store:

- BABIN / CB 8 (**Required**)
- BABIN / CB 8 (**Rental**)
- Predictably Irrational / By Dan Ariely (**Optional**)

Student Learning Outcomes

At the end of the semester, students are expected to:

- Recognize the importance of researching and understanding consumer's behaviors in today's business environments.
- Know the most common terms, theories and language used in the discipline.
- Comprehend the importance of "value" as the core motivator to study consumer behavior.

- Understand how aspects, such as learning, perception, memory, emotions, personality and lifestyles, self-concept, attitudes, culture, group membership, and situations shape consumers' behaviors.
- Know the activities in which consumer are involved when they face a decision-making process.
- Recognize how the understanding of consumer's behaviors can be transformed in satisfaction.
- Understand how the right use of information about consumer's behaviors can help to create long-term relationships between companies and clients.

Other Course Materials

- Predictably Irrational / By Dan Ariely
- <http://danariely.com/resources/videos/>
- <https://www.adweek.com/>
- <https://marketingland.com/>
- <https://www.marketingweek.com>
- <https://www.thedrum.com/case-studies>
- <https://www.nytimes.com/topic/subject/advertising-and-marketing>

Outline of Topics

The main topics to be addressed in this class are the following:

- The importance of studying consumers' behaviors and the consumer value framework.
- Internal influences that shape consumers' decisions (Perception, Memory, Learning, Motivation and Emotions, Personality and Lifestyle, Self-concept, Attitudes).
- External influences that shape consumers' decisions (Group and Interpersonal Influences, Cultures, Micro-cultures).
- Consumers' decision-making process.
- The relationship between consumption and satisfaction.

Exams and Assignments

Evaluations	Description	%	Week	Day
Exam #1	Week 1-5	20%	<i>Week 6</i>	<i>February 13th</i>
Exam #2	Week 7-11	20%	<i>Week 12</i>	<i>March 27th</i>
Exam #3	Week 12-15	20%	<i>Week 16</i>	<i>April 29th/ May 02nd</i>
Quizzes	-	5%	- <i>Announced in advance</i> - <i>Pop-quizzes</i>	
Class Participation	-	10%	- <i>All sessions</i>	

Assignments	Assignment #1	15%	<i>TBD</i>	<i>TBD</i>
	Assignment #2		<i>TBD</i>	<i>TBD</i>
	Final Presentation		<i>Week 15</i>	<i>April 24th</i>
Individual Cases	Individual Case #1	10%	<i>- Anytime during the semester.</i>	
	Individual Case #2		<i>- Anytime during the semester.</i>	
TOTAL		100%		

Description of Assignments

Exams (60%): There will be three **non-cumulative in-class exams**. This means, exam 1 includes the topics covered until week 5-6, exam 2 includes the topics covered between exam 1 and week 12, and exam 3 includes the topics between exam 2 and week 15. They include multiple-choice, true/false and short essay questions for which you need to bring your own computer. If you do not have a computer, you can borrow one from the University. To borrow a computer, follow the instructions in the link below: <https://www.lib.ua.edu/using-the-library/equipment/>

Class participation (10%): During the sessions, students are expected to engage in the discussions, share their experiences as consumers and enrich the conversations by sharing their points of view. In-class small group discussions and activities are also part of this rubric.

Individual Cases (10%): Students will be asked to individually turn in two applied cases during the semester. Guidelines will be provided during week 2. Students can submit these homeworks anytime during the semester through Blackboard.

Quizzes (5%): Some quizzes will be announced ahead of time (one session before) and some will be pop-quizzes. The instructor will choose five with the highest scores to calculate the final grade for quizzes.

Assignments (15%): Three assignments will take place during the semester. These are group assignments (maximum 4 people per group). The first two assignments can be case studies, essays, applied research or news analysis. The dates and instructions for these assignments will be provided by the instructor during the semester. Once a homework is assigned, students will have one week to complete and submit the assignment. The third and final assignment is a presentation that will take place in the final week (15).

Class Outline

Week	Day	Date	Topic	Readings / Assignments / Exams
1	W	01/09	Introduction to Class & CB	
2	M	01/14	Introduction to CB	- Chapter 1. Babin & Harris.
	W	01/16	Value and Consumer Behavior	- Chapter 2. Babin & Harris.

				- Last day to add or drop a course without a grade of “w”.
3	M	01/21	No Class – Martin Luther King Jr. Day	
	W	01/23	Value and Consumer Behavior	- Chapter 2. Babin & Harris.
4	M	01/28	Internal Influences: Perception	- Chapter 3. Babin & Harris.
	W	01/30		
5	M	02/04	Internal Influences: Memory and Learning.	- Chapter 4. Babin & Harris.
	W	02/06		
6	M	02/11	Review – Speaker E&J Gallo	Review
	W	02/13	Exam #1	Exam #1
7	M	02/18	Internal Influences: Motivation and Emotion	- Chapter 5. Babin & Harris.
	W	02/20		
8	M	02/25	Internal Influences: Personality, Lifestyles and Self-Concept	- Chapter 6. Babin & Harris.
	W	02/27		
9	M	03/04	Internal Influences: Attitudes	- Chapter 7. Babin & Harris.
	W	03/06		
-	M	03/11	No Class – Spring Break	
	W	03/13	No Class – Spring Break	
10	M	03/18	External Influences: Groups	- Chapter 8. Babin & Harris.
	W	03/20		
11	M	03/25	External Influences: Culture and Microcultures	- Chapter 9 & 10.. Babin & Harris.
	W	03/27	Exam #2	- Exam #2 - Last day to add or drop a course with a grade of “w”.
12	M	04/01	External Influences: Culture and Microcultures	- Chapter 9 & 10. Babin & Harris.
	W	04/03	Situations and Decision Making	- Chapter 11. Babin & Harris.
13	M	04/08	Decision Making	- Chapter 12 & 13. Babin & Harris.
	W	04/10		
14	M	04/15	Consumer and Satisfaction	- Chapter 14. Babin & Harris.
	W	04/17	Consumer and Satisfaction	- Chapter 14. Babin & Harris. - Last day for all examinations and extended assignments
15	M	04/22	Consumer Relationships	- Chapter 15. Babin & Harris.
	W	04/24	Final Presentations	- Final Presentations - Final Class
16	M	04/29		Exam 3 (Section 321 – 3:30 – 6:00 p.m.)
	TH	05/02		Exam 3 (Section 003 - 7:00 – 9:30 p.m.)

* The instructor will make every effort to follow the guidelines of this syllabus as listed; however, the instructor reserves the right to amend this document as the need arises. In such instances, the instructor

will notify students in class and/or via email and will endeavor to provide reasonable time for students to adjust to any changes.

Grading Policy

Grades will be weighted as stipulated in the exams and assignments section. The final grade for this class will be assigned based on the following table:

%	Grade	%	Grade	%	Grade	%	Grade	%	Grade
97-100	A+	87-89	B+	77-79	C+	67-69	D+	< 60	F
93-96	A	83-86	B	73-76	C	63-66	D		
90-92	A-	80-82	B-	70-72	C-	60-62	D-		

Policy on Missed Exams and Coursework

A missed exam or assignment will get a grade of zero. Exams should be taken in the day and time scheduled for it. No make-up exams will be provided. Only under exceptional circumstances beyond the control of the student (death in a family or illness) supported by documentary evidence (like a doctor's note) will make-up exam be prepared. The make-up exam will be different from regular examination and the student needs to see the instructor for the scope and nature of the exam.

The instructor will make every effort to follow the guidelines of this syllabus as listed; however, the instructor reserves the right to amend this document as the need arises. In such instances, the instructor will notify students in class and/or via email and will endeavor to provide reasonable time for students to adjust to any changes.

Attendance Policy

I believe students have "the right" to attend to class, but not "the obligation". I believe students are responsible of their own learning process, and they should have an intrinsic motivation to absorb and acquire knowledge (I cannot force learning processes). That means that, if students decide to go to class, it is because they are willing to actively participate and engaged in the discussions, they want to learn more about the topics and they want to share their experiences with the rest of the classmates. Having said this, attendance is not mandatory, which means no points are giving to students that come and sit down on their desk all the semester. But beware, that does not mean that you can skip classes all the time, we will have some activities, such as quizzes, assignments, and discussions that are part of your final grade and they required you to be at the classroom (see the policy of missed exams and coursework).

Notification of Changes

The instructor will make every effort to follow the guidelines of this syllabus as listed; however, the instructor reserves the right to amend this document as the need arises. In such instances, the instructor will notify students in class and/or via email and will endeavor to provide reasonable time for students to adjust to any changes.

Statement on Academic Misconduct

Students are expected to be familiar with and adhere to the official [Code of Academic Conduct](#) provided in the Online Catalog.

Statement On Disability Accommodations

Contact the [Office of Disability Services \(ODS\)](#) as detailed in the Online Catalog.

Severe Weather Protocol

Please see the latest [Severe Weather Guidelines](#) in the Online Catalog.

Pregnant Student Accommodations

Title IX protects against discrimination related to pregnancy or parental status. If you are pregnant and will need accommodations for this class, please review the University's FAQs on the [UAct website](#).

Religious Observances

Under the Guidelines for Religious Holiday Observances, students should notify the instructor in writing or via email during the first two weeks of the semester of their intention to be absent from class for religious observance. The instructor will work to provide reasonable opportunity to complete academic responsibilities as long as that does not interfere with the academic integrity of the course. See full guidelines at [Religious Holiday Observances Guidelines](#).

UAct Statement

The [UAct website](#) provides an overview of The University's expectations regarding respect and civility.