

Course Syllabus

Consumer Behavior
MKTG-315 CRN-10365
Spring 2020



JOHN CHAMBERS COLLEGE OF
BUSINESS AND ECONOMICS

Instructor:

Elvira Kizilova
PhD Candidate
Department of Marketing
WVU College of Business & Economics

Mailing Address:

1601 University Avenue, PO Box 6025
Morgantown, WV 26506

Contact Information:

Office Location: B&E 432
E-mail: enk0001@mix.wvu.edu

Websites (eCampus & Computer Labs):

<https://ecampus.wvu.edu/>
<http://it.wvu.edu/services/labs>

Class: TR 11:30 am-12:45 pm
Oglebay Hall 118

Office Hours: TU: 2:00 pm - 4:00 pm (or by
appt.)

Course Description: Consumers' decision process in a marketing framework.
Emphasis on psychological & sociological concepts which influence processes.

Prerequisites: BCOR-350 Principles of Marketing - Minimum Grade of C-

Course Textbooks: Consumer Behavior: Building Marketing Strategy, 14th Edition
David L. Mothersbaugh, Del I. Hawkins, and Susan Bardi Kleiser. ISBN: 978-1-260-
10004-4 ([Textbook url](#))

Additional supplemental readings will be assigned and made available on eCampus.
WVU Barnes & Noble ([link](#)) offers a price-match program with Amazon etc.

Required Software: Microsoft Office, Adobe Photoshop or Illustrator. If any additional
software will be required through the course, the information will be posted additionally on
eCampus.

Other Materials: information will be posted on eCampus.

eCampus Assistance:

- Consult the "The B&E Information Technology Office" M-F (8:15am – 4:45pm)
- http://be.wvu.edu/information_technology/index.htm

Email: BEITHelp@mail.wvu.edu **Telephone:** (304) 293-7862 or (304) 293-4444

IMPLIED CONSENT: A copy of this syllabus will be provided on the course eCampus
site and in my office. **By remaining enrolled in this class, you are acknowledging
that you have read this syllabus, understand the contents and agree to the terms
contained within it.**

I. PURPOSE

Buyer behavior can be applied in the following four primary areas: (a) marketing strategy, (b) regulatory policy, (c) social marketing, and (d) creating informed individuals. Developing marketing strategy involves setting levels of the marketing mix based on an understanding of the market and segments involved to create desirable outcomes. Developing regulatory guidelines involves developing policies, guidelines, and laws to protect and aid consumers. Social marketing is the application of marketing strategies and tactics to alter or create behaviors that have a positive effect on the targeted individuals or society as a whole. Creating more informed individuals involves educating consumers about their own consumption behaviors as well as marketers' efforts to influence it in such a way as to create a more sound citizenship, effective purchasing behavior, and reasoned business ethics. The course has a strong applied and managerial orientation that is relevant to the current marketing environment.

II. LEARNING OBJECTIVES

After taking this course, students should be able to:

- (1) demonstrate a good understanding of buyer behavior concepts, and
- (2) apply them to address real-life marketing situation

Specific Learning Objectives:

1. Explain the various ways that consumers make decisions regarding purchase, use and disposition of goods, services, time and ideas.
2. Describe the theories underlying consumers' attitudes and their level of involvement with a product/service.
3. Identify consumer diversity issues in the US and across the globe.
4. Discuss the basic consumer decision-making steps and variations on that process.
5. Identify the external factors that affect consumers.
6. Develop traditional and electronic marketing strategies based on consumer behavior theory that meet ethical standards.
7. Address and evaluate social responsibility, opportunity and effects on consumers' decision-making,
8. Assess connection to academic study, lessons learned, and interpersonal value of service-learning experience
9. Explain how marketers can serve as an effective partner in the identification, framing, resolving, and readdressing of social issues or problems

III. FORMAT AND PROCEDURES

The class will be a combination of lecture, discussion, hands-on research, and group projects. Students will be expected to attend class and participate. Class grades will be determined through exams, homework, projects, quizzes, participation and class performance. Your course will also be supplemented using eCampus course management software.

Communication & Professionalism Expectations [[WVU Student Conduct Code](#)]

My written communications will be through eCampus and your WVU e-mail. All e-mails from you should include your name and MKTG-315 section number. It is the expectation in this course that your communication (e-mail, in-class, [social media](#), et cetera) must be professional at all times. Failure to exhibit professionalism may result in (1) the removal of all current extra credit (EC) points, (2) prohibition from future EC points, and (3) a reduction of your 'Professionalism' grade. **Any e-mails you send that are not professionally written are unlikely to receive a response/credit.**

To write a professional email, please read:

<https://englishlive.ef.com/blog/career-english/write-perfect-professional-email-english-5-steps/>

<https://www.thoughtco.com/how-to-write-a-professional-email-1690524/>

<https://www.thebalance.com/how-to-write-and-send-professional-email-messages-2061892/>

You may also visit The Business Communication Center (BCC) that offers communication tutoring. The BCC is open Monday through Thursday 9:30-5, and Friday 9:30-2. Schedule an appointment by stopping by room 347 or by accessing this website: <https://wvu.campus.eab.com/home>

Unprofessionalism in class warrants immediate dismissal with zero credit that day.

Cell phones

Cell phones and pagers should be switched off (not "vibrate") unless the student has a real, pressing need to receive an anticipated call during class. Students who believe they have such a need should contact me prior to class and explain the nature of their need. I will make a decision regarding whether to allow the student to maintain an active cell phone/pager based upon the nature of the student's expressed need. Cell phone conversations, if allowed, must be taken outside the classroom when class is in session.

Laptop Computers

Students are encouraged to bring and use laptops/ tablets during class provided they sit in the *first 2 rows*. However, the use of a laptop is allowed only so long as such use does not become a distraction to the user or others (e.g., excessive noise, internet use

Course Syllabus

Consumer Behavior
MKTG-315 CRN-10365
Spring 2020



not related to a specific course activity, etc.) and as long as use does not create a hazard (e.g., extension cord in the aisle, etc.). Neither the College of Business & Economics, the University nor I assume any responsibility for loss or damage to computer equipment brought by any student.

Students may be asked to bring laptops/tablets for particular in-class activities. If so, they will be notified in advance.

Audio/Video Recording

No (1) audio, (2) video recording, or (3) images of classroom activity is permitted without my prior approval. This prohibition includes cell phone camera functions, laptop audio or video functions, and all other digital or analog recording equipment.

IV. COURSE REQUIREMENTS

Assignments

Assignments will be posted on eCampus in advance of due dates.

You will have to complete three following types of assignments for each of the Chapters 3-13 & 20 (please refer to pp. 12-15 of the syllabus for the detailed schedule):

- LearnSmart Quiz (via Connect)
- Reading/Video Reflections (via eCampus)

All assignments must be submitted on time. If you are unable to submit on time, you must contact me to receive permission to submit late. **Assignments submitted late without my permission will not be accepted.** Exceptions for late submissions will be made at professor's discretion under extreme circumstances. On rare occasions, eCampus may be unavailable due to internet conditions or a mechanical failure impacting the University's information technology system. Should this occur, please make me aware of the problem and I will take steps to allow late submittal for all students affected. You will submit your work in the "Assignment" area located in the eCampus course website. Please make sure your files are free of viruses before sending them as attachments. When submitting files, you must include your name *and* the name of the assignment in the file name. For example, if John Smith was submitting an assignment for "Assignment 1", the filename would be: "John Smith_Assignment 1". For group work, make sure to include the group name, course name, and page number in the header or footer of the document.

Course Syllabus

Consumer Behavior
MKTG-315 CRN-10365
Spring 2020



Attendance

Students are expected to attend all class meetings. Anyone who misses more than **five (5)** class meetings should drop this section or will receive a failing grade for the course. Excuses for absences are due within **one (1) week** and will *not* be accepted after this time period has passed. Again, professionalism is expected at all times this semester.

eCampus Submissions (Assignments, Et Cetera)

Submit homework via the **Assignment** area in **eCampus** using the following instructions:

1. Select **Assignments** from the Course Menu
2. Click on **the specific assignment**
3. Type comments in the **Comments** field
4. Click the **Browse** button
5. Select the file to be submitted and click **Open**
6. Click **Submit** (the file is now sent to the instructor)

Entry Skills

Before beginning this course, a student should possess the following skills: the ability to use Microsoft Office, Adobe Photoshop or Illustrator, and writing skills.

Adobe group workshops will be offered Mondays from 5-5:30 pm in BE 347, starting 1/27, for students interested in learning those programs. The complete schedule for Spring 2020 will be posted on eCampus. Individual help will be also available by appointment via portal.wvu.edu (select "B&E Adobe Consultation" as the type of tutoring).

If you need writing resources, please visit the Business Communication Center (BE 347). You should also have had BCOR-350 (Principles of Marketing) as a prerequisite.

Exams

There will be three (3) examinations given in class or via eCampus. Exams will be in a combined **multiple-choice** and **open-response** format. For exams, each student should bring a number #2 pencil with an eraser and a Datalink 1200 scantron. Students are expected to take the exams at the scheduled time (see schedule in section 7).

Students will have one week after exam scores are posted to dispute answers on the exam. After that, the grades become final. A dispute must be accompanied by written documentation from the textbook and/or your notes. **Exams will not be returned.**

Students are free to stop by my office and look at their exams during the semester through **April 30th**. After **April 30th**, students will not be allowed to review their past exams.

Course Syllabus

Consumer Behavior
MKTG-315 CRN-10365
Spring 2020



Extra Credit (Buffer Points)

Receiving extra credit in this course is not a right- it is a **privilege** and is at the sole discretion of the instructor. EC assignments will be posted on e-Campus or additionally announced in class. If you are missing extra credit points, you have one week to request reevaluation of your EC grade. Again, unprofessional behavior is likely to result in a loss of all EC and prohibition from EC for the remainder of the semester.

V. GRADING PROCEDURES

Course Policies

Academic Honesty

Each student is expected to exhibit academic integrity at all West Virginia University classes, as stated on the [WVU Provost website](#). Academic dishonesty involves acts which may subvert or compromise the integrity of the educational honor code pledge, which was signed by each student upon entering the program to indicate their agreement with this policy. Any work submitted by a student in this course for academic credit **MUST** be the student's own *original* work. ALL violations will be reported to the Office of Academic Integrity and Student Conduct (OAISC). I will also be utilizing originality software, [Turn-It-In](#), to monitor all papers and presentations.

Grades for the different credit options will be based on the following:

- A** = 90%-100%
- B** = 80%-89%
- C** = 70%-79%
- D** = 60%-69%
- F** = 59% or below

Grade Composition*	Points Assigned
Exam 1	100 Points
Exam 2	100 Points
Exam 3	100 Points
LearnSmart™ quizzes <i>outside class</i>	Up to 110 Points
Reading/Video Reflections	Up to 60 Points
Team project**	200 Points
Team presentation	100 Points
Professionalism	Up to 50 Points
Other assignments	Up to 100 Points
Max Total = up to 920 Points***	

Course Syllabus

Consumer Behavior
MKTG-315 CRN-10365
Spring 2020



* Students will have one week after any grade is posted on eCampus to challenge the points awarded. All requests for reconsideration should be made in writing with ample support documentation. After that period, the grades become final. **Attempts at the end of the semester to ask for reconsideration of your grade(s) (e.g., extra credit, redo an assignment) are considered academic misconduct and are subject to a 50-100% deduction in your participation-professionalism points.** Please keep in mind the following: 'A' grades are reserved for students who consistently demonstrate exceptional comprehension and application of the course subject matter.

** **Team project grade** is a sum of the grade given by the instructor (up to 100 points) and a sum of team member evaluations (up to 100 points)

TEAM MEMBER EVALUATIONS —The contribution score received from *other* team members will be summed up and added to each team member's grade on group projects.

E.g., if the team consists of five members—Sam, Jane, Adam, Tom, and Cynthia—the grade for Sam would be calculated as follows:

Group Project final grade = 95/100, or 95% (A)

Peer evaluations of Sam are 15, 20, 25, 15 (total = 75)

Sam's final grade for this group project = 95 + 75 = **170 out of 200, or 85% (B)**

We will use a three-step process for dysfunctional teams. Step one (1) is for one or more members of the team to visit with me. I will offer suggestions and ask you to proactively resolve the difficulties. If this does not resolve the problem, please visit with me again (or e-mail me). (2) I will then meet with the entire group to set expectations, define roles, establish measures, and fix progress report dates. (3) If performance still does not improve, the problematic team member will be required to work solo.

** **FYI:** Working solo on a team project is always an option for *any* student at *any* time. This exception must be approved by me in advance.

Final Course Grade—Your grade is only a narrow measure of your performance in this class. I am not qualified to evaluate the quality of human being you are, what kind of student you are generally, how much time you spent studying for this course, etc. I can only measure how you have performed in this class using the assessment instruments designed for this class (tests, quizzes, assignments...etc.). Your grade reflects what you

Course Syllabus

Consumer Behavior
MKTG-315 CRN-10365
Spring 2020



have earned on these measures and these measures alone. Please keep in mind, though, that final grades *are* rounded for your benefit. 😊 ****
E.g., a final grade of 89.5 will result in a final grade of an A.

*** Total points for the course may vary depending on how many in-class activities you have.

**** Grades are rounded at the end of the semester.

Extra Credit Activities

Receiving extra credit in this course is not a right- it is a *privilege* and is at the sole discretion of the instructor. If you are missing extra credit points, you have one week to request reevaluation of your EC grade. Again, unprofessional behavior is likely to result in a loss of all EC and prohibition from EC for the remainder of the semester. EC opportunities will be announced in class or via eCampus.

In this class, you may earn **2% of extra credit added to your final grade** by participating in a research study or completing an alternative assignment.

In lieu of participating in a research project, you also have the option of completing ONE of the following educational activities:

- 1) Attending a program provided by the Business Communication Center (such as an Adobe Training or any other formal training offered by the Business Communication Center CENTER). Due to already high demand, tutoring sessions will not count for extra credit. This will be evidenced by the student providing a selfie at the training and/or a participation receipt which has and a paragraph about what was learned. The student is to upload this evidence of participation using eCampus.
- 2) Attending any program provided by the Chambers College Center for Career Development. This will be evidenced by the student providing a selfie of the event with a Center for Career Development staff member and/or the event signage. Speakers/employers/and other WVU guests should NOT be asked to be in the selfie. This selfie should be accompanied by a paragraph about what was learned. The student is to upload this evidence of participation using eCampus.
- 3) Students should make sure that, if they choose to participate in an alternative option, that they should take advantage of this opportunity earlier, rather than later in the semester. Should capacity be filled at an event, the student will need to opt into another event. Events are much more likely to be filled to capacity at the end of the semester.

Course Syllabus

Consumer Behavior
MKTG-315 CRN-10365
Spring 2020



There will be various ways to sign up for a research study including signing up during class announcements, **among them might be signing up using electronic systems**, signing up using a participation sheet distributed in class, taking home a questionnaire, or clicking on a survey link in your MIX email to be completed outside of class.

When you participate in a study, you will be able to verify your participating in at least one of several ways. Your participation may be recorded electronically and sent to your professor. Alternatively, you may be given a “research receipt.” You will need to submit this receipt to your instructor to be given the extra credit for research participation. You will only get one receipt that you can use for one course only.

If you are in several courses, which allow you to earn extra credit as a research participant, please bear in mind that you can only use your participation in each study for one course—you cannot count participation in the same study in multiple courses. You can participate in another study to earn credit for another class. You must make the determination as to which class you plan to use your extra credit for at the time of the study. Additionally, you are not able to switch extra credit to a different course later in the semester. Attempts to double count one activity will be considered cheating. The same applies for the alternative assignment option.

Research is completely voluntary and you do not have to complete any research for extra credit. **It is your right to be provided information about the study prior to participating.** It is also your right to withdraw from any study without penalty. An alternative assignment will be offered for each study, **as detailed above**, if you would rather complete it instead of participating in research.

Your responsibility as a research participant include being honest and accurate in the study and showing up on time. The faculty, graduate students, and undergraduate research assistants in the John Chambers College of Business & Economics spend much time designing and running research studies that help solve business problems. Therefore, they need participants to show up on time when they are scheduled to. If you have no intention of completing a study, please do not sign up.

All evidence of participation in extra credit activities must be submitted before **April 30th**.

NOTE: Issues of academic integrity apply. Instances of academic dishonesty will be penalized as per university guidelines. The rules, rights and responsibilities surrounding academic dishonesty can be accessed at: <http://catalog.wvu.edu/undergraduate/coursecredittermsclassification/>

Course Syllabus

Consumer Behavior
MKTG-315 CRN-10365
Spring 2020



Inclement Weather Policy

The University administration determines if classes are canceled due to inclement weather. Therefore, you should rely on any announcement by the University administration with respect to class cancellation. The most current information regarding University closings is available through many outlets, including the WVU emergency text message system & site (<http://emergency.wvu.edu>), WVU's main Web page (<http://www.wvu.edu>), WVU Today (<http://wvutoday.wvu.edu>), WVU's mobile site (m.wvu.edu), WVU Intranet (<http://intranet.wvu.edu>), E-News (e-mail announcements), Mountaineer Information Xpress (MIX) and traditional and social media.

Guidelines for Accommodations for Students with Disabilities

It is the College policy that reasonable accommodations will be made for students with disabilities. Students must request any accommodations from their instructor in addition to requesting accommodations from the Office of Accessibility Services (OAS). Please contact the OAS for details on seeking accommodations for students with disabilities. <http://accessibilityservices.wvu.edu/>

Intellectual Property

My syllabus and lectures are protected by state common law and federal copyright law. They are my own original expression and I may record my lectures at the same time that I deliver them in order to secure protection. Whereas you are authorized to take notes in class thereby creating a *derivative* work from my lecture, the authorization extends only to making one set of notes for your own personal use and no other use. You are not authorized to record my lectures, to provide your notes to anyone else or to make any commercial use of them without express prior permission from me. I am aware of Notehall.com, a commercial note-taking service. As a result, I will be checking this and similar sites periodically for improper submissions of class notes.

Basic Needs

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Dean of Students (<http://studentlife.wvu.edu/DeanOfStudents>) for support.

B&E Mission, Vision, and Values Statement

Mission. Through our people and our values, the WVU College of Business & Economics is committed to educate and transform our students, our state, and our world toward greater prosperity.

Vision. The WVU College of Business and Economics fosters a diverse and inclusive culture and builds business leaders while dedicating ourselves to excellence,

Course Syllabus

Consumer Behavior

MKTG-315 CRN-10365

Spring 2020



innovation, and ethics. We catalyze interdisciplinary solutions that advance economic growth in the state of West Virginia, and beyond.

Through inclusion, excellence, innovation, and acting ethically, we are an integral part of the growth of our students, state, and partners. Education, research, outreach, executive education, consulting, and all our efforts are critical intermediaries in the transformation of our stakeholders. We are their catalyst for change. We leverage all of our areas of expertise to meet and overcome the challenges faced by the people of West Virginia.

SERVICE - We seek opportunities to serve others and are committed to providing the highest quality of service.

CURIOSITY - We ask questions, seek new opportunities and change through innovation.

RESPECT - We are respectful, transparent and inclusive with each other.

ACCOUNTABILITY - We perform at our very best every day to create a University that is responsive, efficient and effective.

APPRECIATION - We support and value each other's contributions as we build a community that is One WVU.

VII. COURSE SCHEDULE

The tentative course schedule is as follows: (this is a flexible schedule and may change as necessary).

Dates:	Topics:	Homework:
January 14	Introduction	
January 16	Chapter 1: Consumer Behavior & Marketing Strategy	
January 21	Chapter 2: Cross-Cultural Variations Additional readings: <ul style="list-style-type: none"> • “Can Netflix Take Turkey’s TV Dramas to the World?” • Zhang, S. “Your DNA is not your culture” 	
January 23	Chapter 3: The Changing American Society: Values Additional readings: <ul style="list-style-type: none"> • “Sustainability Gang. A Positive Green Initiative or Greenwash?” • Contrera, J. (2016) “The end of ‘shrink it and pink it’: A history of advertisers missing the mark with women” Video: <ul style="list-style-type: none"> • Gendered Marketing: The Checkout (<i>see link on eCampus</i>) 	1. LearnSmart Quiz (Ch. 3) 2. Reading/video reflection – Journal Ch. 3 Due by 11:30 am
January 28	Chapter 4: Demographics and Stratification Additional readings: <ul style="list-style-type: none"> • Schaeffer, K. (2019) “U.S. has changed in key ways in the past decade, from tech use to demographics” • “The end of masculinity: 5 steps into the future for brands” • Powell, C. (2015) “Millenials’ Outlook on Life Creates a Marketing Challenge” 	1. LearnSmart Quiz (Ch. 4) 2. Reading reflection – Journal Ch. 4 Due by 11:30 am
January 30	Chapter 5: Subcultures Additional readings: <ul style="list-style-type: none"> • Abadi, M. “This map shows the US really has 11 separate 'nations' with entirely different cultures” 	LearnSmart Quiz (Ch. 5) Due by 11:30 am

Course Syllabus

Consumer Behavior
MKTG-315 CRN-10365
Spring 2020



February 4	Chapter 5: Subcultures – cont. Additional readings: <ul style="list-style-type: none">• Petridis, u A. “Youth subcultures: what are they now?”• Bjelic, N. “19 Most Notable Alternative Subcultures & Trends In The Last Decade”	Reading reflection – Journal Ch. 5 Due by 11:30 am
February 6	Chapter 6: Families & Households: LO1, LO2, LO3 Additional readings: <ul style="list-style-type: none">• Fry, R. (2019) “The number of people in the average U.S. household is going up for the first time in over 160 years”	1. LearnSmart Quiz (Ch. 6) 2. Reading reflection – Journal Ch. 6 Due by 11:30 am
February 11	Exam 1 Preview – Kahoot	Team members’ names - due by midnight
February 13	EXAM 1: Chapters 1-6	
February 18	Chapter 7: Group Influences: LO1 – LO5 Additional readings: <ul style="list-style-type: none">• Baker, K. “What will Influencer Marketing Look Like in 2020?”• Bolat, E. and Gilani, P. “Instagram influencers: when a special relationship with fans turns dark”	1. LearnSmart Quiz (Ch. 7) 2. Reading reflection – Journal Ch. 7 Due by 11:30 am
February 20	Chapter 8: Consumers’ Perceptions: LO1 – LO3 <ul style="list-style-type: none">• 17 Ingenious Ideas That Took Advertising to a Whole New Level	Reading reflection – Journal Ch. 8 Due by 11:30 am Project topics Due by midnight
February 25	Chapter 8: Consumers’ Perceptions (cont): LO4, LO5	LearnSmart Quiz (Ch. 8) Due by 11:30 am

Course Syllabus
 Consumer Behavior
MKTG-315 CRN-10365
 Spring 2020



February 27	Chapter 9: Learning, Memory, and Positioning: LO1, LO2 Additional readings: <ul style="list-style-type: none"> • “Over 150 People Tried To Draw 10 Famous Logos From Memory, and the Results are Hilarious” 	
March 3	Chapter 9: Learning, Memory, and Positioning (cont.): LO3 – LO5 Additional readings: <ul style="list-style-type: none"> • Giambruno, S. and Pawlowski, A. “Mental health clinic opens inside a Walmart in Texas” • “The Brand Your Brand Could be like: How Old Spice Went Viral” (video). 	1. LearnSmart Quiz (Ch. 9) 2. Reading/video reflection – Journal Ch. 9 Due by 11:30 am
March 5	Exam 2 Preview – Kahoot	
March 10	EXAM 2: Chapters 7-9	
March 12	Chapter 11: Attitudes Additional readings: <ul style="list-style-type: none"> • Chen, B.X. “I Tried to Make My Dog an Instagram Celebrity. I Failed” 	1. LearnSmart Quiz (Ch. 11) 2. Reading reflection – Journal Ch. 11 Due by 11:30 am
March 17-27	NO CLASS – Spring Break	
March 31	Chapter 10: Motivation, Personality, Emotion: LO1, LO2	
April 2	Chapter 10: Motivation, Personality, Emotion (cont): LO3-LO5 Videos: <ul style="list-style-type: none"> • see folder for Chapter 10 in “Supplementary Materials” on eCampus 	1. LearnSmart Quiz (Ch. 10) 2. Video reflection – Journal Ch. 10 Due by 11:30 am
April 7	Chapter 12: Self-Concept & Lifestyle Additional readings: <ul style="list-style-type: none"> • “Chucks & Bucks: An Oral History of the Coolest Shoes on Earth” 	1. LearnSmart Quiz (Ch. 12) 2. Reading reflection – Journal Ch. 12 Due by 11:30 am

Course Syllabus

Consumer Behavior
MKTG-315 CRN-10365
Spring 2020



April 9	Chapter 13: Situational Influences Additional readings: <ul style="list-style-type: none">• Madrigal, A.G. (2013) "Cloudy With a Chance of Beer"	1. LearnSmart Quiz (Ch. 13) 2. Reading reflection – Journal Ch. 13 <i>Due by 11:30 am</i>
April 14	Exam 3 Preview – Kahoot	
April 16	EXAM 3: Chapters 10-13	
April 21	Marketing Ethics and Regulations: Chapter 20 Additional Readings: <ul style="list-style-type: none">• Germain, T. (2019) "Digital Billboards Are Tracking You. And They Really, Really Want You to See Their Ads"• Hill, K. (2017) "Facebook Figured Out My Family Secrets, And It Won't Tell Me How"• Little, L. (2010) "Consumer Reports Reveals Shrinking Products"	Reading reflection – Journal Ch. 20 <i>Due by 11:30 am</i>
April 23	Team Project Day	
April 28	Team Project Presentations	
April 30	Team Project Presentations (cont.)	Team projects papers Presentation PPTs Team member evaluations <i>Due by midnight</i>

Schedule as of 8/8/2022

Course Syllabus
Consumer Behavior
MKTG-315 CRN-10365
Spring 2020



STUDENT CONTRACT

Please read (below) carefully. Sign and then return this contract to Prof. Kizilova

I understand the expectations Prof. Kizilova has set forth in the syllabus. I have had all my questions and concerns addressed. I understand the grading structure and what is needed to earn the grade I want in this class.

I understand that:

- **A grade cannot be disputed after one week of it being assigned to me.** I understand how grades are assigned and how self/peer evaluations influence my final paper grade.
- I am expected to read *in advance* of the chapters & topics being discussed.
- I understand that some exam material will only be covered in the reading assigned to me outside of class.
- I am expected to take tests during the scheduled times.
- I am expected to attend class regularly and am aware that I cannot miss more than five (5) class periods without receiving a failing grade for the course.
- If I cheat or am suspected of cheating I will be reported to The Office of Student Affairs and I may receive a grade of zero for the assignment/exam I was caught cheating on.
- I understand that Prof. Kizilova will consider the following behaviors as cheating, as well as other cheating behavior not listed:
 - If I look at someone else's exam while taking an exam.
 - Copying off others during a quiz, exam or homework assignment.
 - Submitting any work that someone else did as my own without giving them proper credit for the work.
 - Copying and pasting information and material directly from the internet.
 - Searching the web for similar assignments and turning them in as your own.
 - Wrongfully fabricating or falsifying attendance records.
 - **Generally, cheating is any work that you did not do that you take credit for!**
- There is *no* make-up opportunity for in-class assignments.
- All university athletes must talk with me *ahead* of time to make accommodations for exams and any class assignments/participation that they will be missing due to athletic events.
- All students with disabilities must talk with me at least 10 days ahead of time to make accommodations for exams.
- Any and *all* extra credit may be removed if unprofessionalism is demonstrated.
- I understand the final exam will be comprehensive.
- I understand that if my behavior is unprofessional in the class, I may be asked to leave. Unprofessionalism will hurt my grade.

Printed name: _____

Signature: _____ Date: _____