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BOISE STATE UNIVERSITY
College of Business & Economics
MKTG307 Consumer Behavior
Spring 2016
Syllabus

This section is an online section of MKTG307.
Instructor: Trina Sego, Ph.D.
E-mail: tsego@boisestate.edu (note that e-mails sent to the instructor should have the course number MKTG307 in the subject line)
Office Hours: Tuesdays 1:15-2:45pm, Thursdays 10:00-11:15am
Also available by appointment

Prerequisite: A grade of “C-” or better in MKTG301 (Students may be dropped from the course if they are found to lack prerequisites)

Course Description:

This course is an introduction to the study of consumer behavior. We will learn about consumers' relationships with products from need recognition through disposal. We will learn about consumer behavior from a variety of perspectives: cognitive, behavioral, experiential, micro, macro. Approach this class with some tolerance for ambiguity. Human behavior is very complex; scientists and businesspeople are only beginning to understand it. Research has not addressed many issues in consumer behavior, and past findings sometimes offer conflicting evidence.

Required Readings:


In addition to the readings listed above, students may be assigned readings from trade publications, corporate websites and other online resources.

Required Viewings:

Aguilar, Pamela A. (Director/Producer) (2014), America by the numbers: The new mad men. New York: Futuro Media Group. (available for viewing through pbs.org or americabythenumbers.org; 26 minutes).


Chipchase, Jan (2007), *The Anthropology of Mobile phones/Our Cell Phones, Ourselves (alternate titles).* Ted2007 Conference. Monterey, CA. (available for viewing Albertsons Library digital films on demand item 48330, or [www.ted.com](http://www.ted.com); 16 minutes)

Gerzema, John (2009), *The Post-Crisis Consumer.* TedxKC Conference. Kansas City. (available for viewing Albertsons Library digital films on demand item 48465, or [www.ted.com](http://www.ted.com); 16 minutes).

Gilbert, Dan (2008), *Why We Make Bad Decisions/How We are Deceived by our own Miscalculations of the Future (alternate titles).* TedGlobal 2005 Conference. Oxford, UK. (available for viewing Albertsons Library digital films on demand item 48137, or [www.ted.com](http://www.ted.com); 33 minutes long).


In addition to the videos listed above, students may be assigned shorter videos from corporate websites and other online resources.

**Technical Equipment & Skills:**

To participate in this course, students are required to regularly use the following equipment:

- A computer capable of running operating systems and a web browser that is compatible with the current version of Blackboard (Bb).
- Consistent, regular and stable internet access through a high-speed network connection or a broadband Internet Service Provider.
Students must also have the following:

- An e-mail account and the ability to send/receive e-mail and e-mail file attachments. Emails will be sent through the default email program within Bb.
- The ability to use a browser to navigate the internet, the ability to navigate among multiple open windows, and the ability to open, close, and save files and attachments.
- A Bb User Account. A BSU Bb administrator will automatically create an account for each student registered in a course that uses Bb. Your username will be your BroncoWeb login ID. Your password will be your BroncoWeb password.
- Access to and the ability to use Acrobat Reader, a media player such as Real Player, and a word processor such as Microsoft Word.

COBE Core Curriculum Student Learning Goals & Objectives:

Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:

- To understand and apply analytical and disciplinary concepts and methods related to marketing and to the international business environment;
- To communicate effectively, such as writing messages and documents that are clear, concise, and compelling;
- To solve problems, including unstructured problems, related to business and economics;
- To resolve ethical issues related to business and economics.

Course Learning Objectives:

As the semester progresses, students will develop an understanding of the psychological, cultural and sociological factors that influence purchase and consumption, the methods by which we learn about consumer behavior, and the implications of consumer behavior for product design and marketing. The application of marketing concepts requires highly-developed analytical skills; in marketing practice, lessons learned from one industry are frequently applied to very different industries. Thus, students will demonstrate learning through:

- Identifying or defining key concepts;
- Comparing and contrasting key concepts;
- Generalizing concepts from one context (e.g., industry) to another (i.e., identify or describe how the concept does and does not apply to a new context);
- Evaluating marketing strategies in terms of potential effectiveness with a target consumer;
- Evaluating marketing strategies in terms of social responsibility; and
- Designing a study to explore a consumer research question.

Performance Evaluation:

80 points  **Participation:** Participation will be assessed based on participation in online discussion and other online activities. Refer to the Guidelines for Participation for guidelines. Average or typical participation will result in a participation grade of 70 percent.
80 points  **Quizzes:** We will have four quizzes, worth 20 points each; the lowest quiz score will be dropped. Quizzes will consist mostly of multiple-choice questions. Quizzes will be taken through Blackboard at a location of the student’s choosing. However, quizzes will be time-restricted in that students will have a limited time to complete the quiz (e.g., 20 minutes). Exams will each be available during a 24-hour window of time (for due dates, see the Course Schedule). Quizzes cannot be accessed outside of the scheduled window of time. When the 20-minute time limit is exhausted, the Blackboard system will automatically close and submit the quiz; students are responsible for keeping track of time.

140 points  **Exams:** Each of the four exams (Exam1 30 pts, Exam2 30 pts, Exam3 30 pts, Final Exam 50 pts) will be taken at the BSU Online Testing Center. Students are responsible for scheduling appointments at the Online Testing Center to take exams; this scheduling must be done well in advance. Access to outside materials or electronic devices will not be allowed during exams. Exams will consist of multiple-choice, short-answer and essay questions. Once a student has started the exam, he/she will have a limited amount of time to complete it. The Final Exam is comprehensive. If a student’s final exam percentage score is higher than the average of the other three exams, the final exam percentage score will be used to calculate that student’s entire exam grade. To calculate the average of the three regular exams, add the three scores together and divide the sum by 300. **A student must earn a total of 84 out of the possible 140 total exam points in order to pass the class (passing=D or better).**

100 points  **Assignment/Project:** Through the assignment and the completed project (which will incorporate revised material from the assignment plus additional content), students will explore how a brand “lives” in the online environment (including such websites as Youtube, Facebook and/or Epinions). The assignment will be worth 30 points. The completed project will be worth 70 points.

Letter grades will be assigned to the accumulated total points for the course based on the following minimum cut-offs:

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<tr>
<th>Points Accrued</th>
<th>Letter Grade</th>
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<tr>
<td>388</td>
<td>A+</td>
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<td>372</td>
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Blackboard & Online Learning:

All course material will be delivered online through Blackboard (Bb). The course is organized into modules. Most modules are designed to take approximately one week to complete. Some modules are shorter or longer than 7 days.

Students who experience technological problems while using Bb should contact the OIT helpdesk (email: helpdesk@boisestate.edu; phone: 208-426-4357).

With online courses, the role of both teacher and student changes. The teacher’s role changes from "provider of knowledge" to "facilitator of knowledge," while the student’s role changes from passive learner to active learner. Learning relies almost entirely on student initiative.

Allow plenty of time to complete online tasks. Servers are known to go down and internet connections sometimes fail. Plan to complete tasks ahead of schedule so as not to run into technological problems at the last moment.

Quizzes & Exams:

Students will take quizzes through Blackboard at a location of their choice. Quizzes may be "open book," but they are challenging and detailed. Time limits will prevent students from looking up information during the quiz. Thus, students need to read and study in advance.

Students will take Exams at the BSU Online Testing Center; each student will need to schedule an appointment to take the exam well in advance. Students may not access other internet sites, any written material (e.g., textbook, notes), nor any electronic devices (e.g., calculator, mobile phone) during an exam. Contact the testing center for information (http://ctl.boisestate.edu/idea/tools-and-facilities/online-testing-center/).

Students enrolled in the online section but who are not located in Boise area may take the exams with an approved proctor. A proctor is an individual who agrees to administer an examination for a student who is unable to travel to the main Boise State campus. Students must make the arrangements for your proctor when required. Students are expected to find a service and provide the information to the instructor for approval at the instructor’s discretion. This approval needs to be taken care of well in advance of scheduled exams. For information about proctors, check here: https://ecampus.boisestate.edu/faculty/guidelines/proctored-tests.

If a student misses either Exam1, Exam2 or Exam3, the points for that exam will be shifted to the comprehensive Final Exam. Thus, the final exam is the only opportunity for exam make-up that will be provided. Missing an exam is at the student’s discretion and reasons for missing the exam need not be documented. Examples of reasons that might prompt a student might miss an exam include: illness, death of a friend or family member, jury duty, or participation in athletic or academic competitions. If a student misses more than one exam, the student will lose the points for that exam. Thus, students should consider the option of missing an exam very seriously.

The final exam is comprehensive and mandatory. Students are advised not to schedule travel or other commitments during finals week. Students who already have commitments which interfere with taking the final exam should reschedule those commitments immediately or drop the class.
Secure a stable internet connection before attempting the quiz or exam. If a student’s internet service disconnects in the middle of the quiz or exam, the student will be allowed a second attempt. Any second attempts will present a new set of questions and will start the clock over. If a student initiates a quiz or exam a second time, the second-attempt score is the one that will count (even if the first-attempt score was higher or if the student experiences a technical interruption during the second attempt).

When time limits on quizzes and exams are exhausted, the Blackboard system will automatically close and submit completed answers. In the event that this system fails, and a student does take longer than the assigned time to complete a quiz, the quiz or exam grade will be penalized by 2 points per minute over the allotted time taken.

**Discussion Boards:**

Discussion postings are written comments in a professional environment. Communication style should be more formal than what might be used in a chatroom or an e-mail or text to a friend. Students have more opportunity to edit their comments in an online environment than they do in a face-to-face classroom discussion, and they are expected to take advantage of that opportunity.

Since technological problems can be expected when using an online tool such as Bb, students are advised to compose their comments in Notepad (or other word processor) and copy and paste to the discussion forum.

**Assignment Mechanics & File-Naming Requirements:**

Students will submit electronic copies of all assignments through Blackboard SafeAssign feature (look for the button “Submit Assignments”). Do not send assignments as attachments to e-mail.

File names for assignments should be the student author’s FIRST INITIAL + LAST NAME + MONTH + DATE that the assignment is due. For example, if Susan Smith submits an assignment that is due on May 3, the file name would be SSMITH0503. Remember that the date refers to the date that the assignment is due, not the date of submission or creation of the document. Students must follow these naming conventions exactly and consistently. Keeping file names uniform helps me to recognize your work, to stay organized, to use files efficiently, and thus to spend more time on helping students learn.

Any e-mail sent to the instructor should have the course number (MKTG307) in the subject line of the e-mail.

**BSU Student Code of Conduct:**

Unless otherwise specified, all work in this course is expected to be an individual effort. All university rules regarding academic misconduct apply to this course. The BSU Student Code of Conduct includes information on academic dishonesty and describes reporting and hearing processes. It can be found online through a link in the Bb coursesite.

Plagiarism and other acts of misconduct will not be tolerated. Such acts will be reported to the Dean of Students. Possible consequences to the offending students include loss of credit, grade reduction, or expulsion from the university; such penalties will be pursued to their fullest extent.
Writing Standards:

Writing skills are important to success in this course and important to success in one’s career. The College of Business and Economics Writing Guide (i.e., the Guide) will be the writing standard used in this class. The Guide lays out a set of basic writing standards that will be used across the College. These standards are subset of rules about good writing taught in English and communication courses. This subset emphasizes professional communication in the workplace. Students are responsible for downloading a copy of the Guide. It can be found online through a link in the Bb coursesite.

Faculty-Initiated Drop:

In accordance with BSU policy, students who do not attend during the first week of classes will be administratively dropped from the class. Since this is an online class, this requirement means that students must complete the Student Survey during the first week by the deadline specified in the schedule. If a student does not complete the survey by the specified time, he/she will be dropped from the course.

Disabilities:

Any student who may need accommodations based on the impact of a disability should contact the professor immediately to privately discuss specific needs. Students for whom this applies will also need to contact the BSU Disability Resource Center (http://drc.boisestate.edu/ or phone 426-1583) to meet with a specialist and coordinate reasonable accommodations for documented disabilities.

Additional Course Policies:

At all times, maintain respect for consumers, our object of study in this course. There are no “stupid” consumers, nor “weird” consumers. We aim to understand consumers, not evaluate them.

Assignments, discussion postings, quizzes and exams will not be accepted after their scheduled due date and time. The course is very tightly scheduled. Students who have unreliable internet connections and/or competing demands on their time should consider dropping the course. Students should expect to spend as much with an online course as with a face-to-face course.

The professor will typically respond to e-mail within 48 hours except during weekends and university holidays.

Some video content involves mature themes. Assigned videos may contain graphic images or language. These words and images occasionally appear in the culture of marketing and consumer behavior, and they are depicted in that context. Students who enroll in this class are expected to respond to these words and images as adults and as observers of the culture.

Questions or concerns about performance in this course should be directed to the professor early in the semester, while there is still time to work on improvement. Grades are not negotiable.
DOWNLOADING ARTICLES FROM THE LIBRARY DATABASE

- Go to the BSU Library website at: http://library.boisestate.edu
- Click on "Articles & Databases A-Z."
- When you see the names of databases, scroll down and click on the “Sage Premier” database.
- Login using your BroncoWeb Login and Password (if using an off-campus computer).
- Enter the title of the article in the box and click on “Search.”
- If the search returns more than one article for the title, click on the one with the authors/journal listed in the reading list provided. If the article does not come up by title, you may also search by keyword, author, etc.
- Open the HTML or PDF full text version of the article and print it. Although slightly slower to process, the PDF format will reproduce the original article and is better for viewing the tables and figures in the article. Figures and tables might not be reproduced using the HTML format.

VIEWING VIDEOS THROUGH THE BSU LIBRARY FILMS ON DEMAND

- Go to the BSU Library website at: http://library.boisestate.edu
- On the right side of the screen, click on “Videos & Music”
- On the next screen, click on “Films on Demand”
- If you are using an off-campus connection, you will be prompted to for your broncoweb login and password.
- Then type in the title of the video in the search box and click “enter.” Be careful to view full videos rather than segments (i.e., parts of the video). Look down the right column and click “Full Videos” under “File Formats.” Many videos have similar names; be careful to locate the correct one.

VIEWING VIDEOS THROUGH TED.COM

- In the search box (upper right corner), type the name of the speaker and press enter.
- The search may bring up blogs, bios and multiple talks associated with a particular speaker; look for the talk with the appropriate title and click on the URL.
- Students are also responsible for reading assigned speakers’ bios on the TED website.

VIEWING VIDEOS THROUGH PBS.ORG

- In the search box (upper right corner), type the title of the video and press enter.
- The search may bring up multiple files/sites associated with a particular video; look for the main page for the video.

**If you identify any errors in this syllabus, please inform the professor as soon as possible**

**The professor reserves the right to amend this syllabus. Students will be notified of any changes via announcements on the Bb course site**

**A course schedule is presented in a separate document labeled Course Schedule**

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