

Syllabus for BSBM MKT355 Buyer Behavior

Important Note: This syllabus document contains the basic information of this course. The most current syllabus is available in the full course.

Course Description

This course examines theoretical and applied research and concepts in the buying decision processes in households, businesses, nonprofit and government organizations as these relate to development, implementation, and assessments of marketing strategies. Course covers contributions from social and behavioral sciences as well as marketing.

Prerequisites

Successful completion of MKT 350-Marketing Principles or approved equivalent

Course Learning Outcomes

- Understand consumer behavior concepts (MKT PLLG3)
- Apply consumer behavior concepts to real-world strategic marketing management decision making.
- Interpret consumer behavior concepts and their ability to make you become a better consumer.
- Explain social and psychological factors and their influence on your behavior as a consumer.
- Analyze the use of the Internet, e-commerce, and information technology concerning the changing consumer marketplace.
- Discuss the importance of ethical behavior on the part of marketers.

Course Requirements/Components

Readings

Readings come from the textbook, *Consumer behavior: Buying, having, and being (Solomon, 2020)*, and other sources.

Discussions

The exchange of ideas between colleagues engaged in a scholarly inquiry is a key aspect of learning and a requisite activity in this course. You are expected to interact with your peers in a

meaningful, respectful, and professional manner. Please participate in class discussions with an open mind and a willingness to share your thoughts with others. A fundamental principle of learning is the sharing and acknowledgment of others' ideas. That includes respecting the opinions of others even if they differ from your own. Please keep in mind that a diversity of opinions makes for an enriched learning environment.

In grading the required discussion assignments, I will use a discussion rubric. This rubric focuses on categories that define and describe the important components of the discussion. Each category contains a gradation of levels of completion or competence with a score assigned to each level and a clear description of what criteria need to be met to attain the score at each level. In addition, please pay attention to grammar and spelling.

Assignments

The assignments provide opportunities to apply the skills and knowledge required for successful completion of the course. Assignments must be well organized, use scholarly tone, follow APA style, be consistent with undergraduate-level writing/communication style, and be turned in on time. Check your grades for feedback on assignments, and refer to the Course Calendar for all due dates.

Project: Instagram Project – Consumer Behavior

You will be assigned into groups for this project. Each group will prepare both a research paper and visual presentation on a consumer behavior topic. Groups will collect their resources using their Instagram page. You can “pin” visuals, interactive elements like videos, images and written online resources. Groups will also write a 15-20 page research paper that examines your chosen topic in great depth.

Quizzes and Exams

There will be two quizzes and two exams. They are similar in format in that all are multiple choice on Canvas but the exams cover more chapters. Each chapter contributes 10 questions to the quizzes/exams. Refer to schedule for dates and time limits.

Policy on Late Assignments

Refer to the Grading section for the policy on late assignments.

Grading

Policy on Late Assignments

Students are expected to submit assignments by the due dates noted in the course. In extenuating circumstances, the student must contact the instructor as soon as possible before the assignment is due to discuss the situation. In those circumstances, the appropriate course of action will be discussed

The following grading scales will be used to evaluate all course requirements and determine your final grade:

Assignments	Points
Discussions: 5 @ 15 points	75
Assignments	40
Project	100
Quizzes	50
Exams	90
Total Points	355

Percent	Letter Grade
93-100%	A
90-92%	A-
87-89%	B+
83-86%	B
80-82%	B-
77-79%	C+
73-76%	C
70-72%	C-
67-69%	D+
60-66%	D
59 and under	F