



KELCE
COLLEGE OF BUSINESS
Pittsburg State University

Course Syllabus:

Consumer Behavior

M/W 1230 pm - 145 pm, Kelce 208

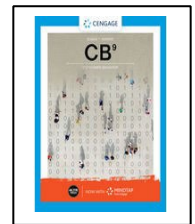
Fall 2022, 3 credit hours

Instructor: Hamid Khan, Assistant Professor of Practice
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Required Course Materials and Online Platforms:

CB* 9th Edition, by Barry J. Babin & Eric Harris, (Cengage-4LTR Press, 2021)
ISBN: 978-0-357-51820-5

**Available for purchase via Canvas link or at the campus Barnes & Noble.*



Catalog Course Description:

(3 hours)

Consumer behavior theories and models; internal influencing forces of needs, motivation, perception, learning, attitudes, and personality; external influencing forces of demographics, culture, social class, family, reference groups, and marketing communication.

Prerequisite:

MKTG 330 Principles of Marketing and PSYCH 155 General Psychology.

Course Objectives / Learning Outcomes:

Students will explore the principles of consumer behavior and how these principles are applied by marketers. Students will learn via materials associated with the CB-9 textbook. Upon successful completion of the course, students will be able to apply principles of consumer behavior to both marketplace as well as personal contexts and for effective learning outcomes. Students will also comprehend and apply ethical considerations pertaining to effective consumer

behavior, including areas such as grey markets, manipulative persuasion tactics and subliminal advertising.

Course Outline:

Week 1

Monday Aug. 22: Syllabus Review / Course Overview

Wednesday Aug. 24: Introduction to course and lecture/Review of CH 1

Week 2

Teaching Methods:

This is a blended delivery course, with both face-to-face and online components, where preparation for class and class attendance are both important and required. In class and online you will participate in class discussion, submit individual quizzes, and collaborate on web-based team assignments and course-client project work. You are expected to individually review textbook chapters and complete assigned online learning activities, online applied assignments and online case activities by the Thursday deadlines detailed above.

Canvas:

This course will utilize the Canvas system for course grades, announcements, etc. The instructor will make every attempt to be timely with posting announcements and grades.

Attendance Policy:

You are expected to attend class regularly. Because you were aware of scheduled class periods prior to enrolling in class, it is expected that scheduling conflicts will be minimal. Note that participation points will be accumulated based on the professor's perception of classroom contributions and behavior. It is assumed at the beginning of the semester that you will earn all of these points, however, deductions may occur throughout the semester based on lack of participation, poor attendance, or the classroom conduct policy as described below.

Course Syllabus:

Consumer Behavior

M/W 1230 pm - 145 pm, Kelce 208

Fall 2022, 3 credit hours

Make-Up Policy:

As a student preparing for a professional career, you are expected to meet all deadlines as detailed in the course syllabus. Because you were made aware of course deadlines during the first week of class, it is expected that missed deadlines will be minimal. *Apart from extreme circumstances, no make-up accommodations will be allowed.*

Classroom Conduct:

This course has a “respect and courtesy” policy designed to maximize the potential for learning within the classroom with minimal disruptions. This policy is similar to other policies found in the Kelce College of Business. This policy is enforced so that the learning experience may be as efficient and effective as possible.

Important: The overriding assumption is that the student has enrolled in the course, has paid the fees for the course, and wants to learn.

Rules of common courtesy will apply in this class. The minimum courtesy requirement is that students refrain from disturbing the learning experience by disrupting other students or the professor.

The Following Will Be Considered Violations of Classroom Conduct:

1. Tardiness
2. Sleeping in class
3. Talking during lectures
4. Excessively walking out during lectures
5. Disturbing fellow students in any other inappropriate way (e.g., passing personal notes, making distracting noises, having a cell phone ring)
6. Reading newspapers in class
7. Utilizing any electronic device in class without prior permission
8. Excessively disrupting the professor, or the class, during lectures
9. Any disruption of class, quizzes, or exams as determined by the professor
10. Texting / cell phone use during class

*At the discretion of the professor, courtesy disruptions—listed above and otherwise determined by the professor—will result in a deduction in class “participation” points, dismissal from the class meeting, and/or official dismissal from the course.

*ELECTRONIC DEVICES (including cell phones) MAY NOT BE USED DURING CLASS without prior permission. The only exception will be for students who have filed for accommodations with the Director of Learning Disabilities, or if the instructor specifically states that such devices may be used. Laptops and tablets are only to be used for in-class assignments and quizzes.

*The sale of notes or tapes from this class is prohibited.

Academic Integrity

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college’s Student Code of Ethics as outlined below. Students pledge to:

- Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another’s work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.

Course Syllabus:

Consumer Behavior

M/W 1230 pm - 145 pm, Kelce 208

Fall 2022, 3 credit hours

- If a student observes someone committing dishonesty in connection with academic work, the student is encouraged to report that dishonesty to the appropriate individual (ex, faculty member, or administrator).

Students with Disabilities:

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current syllabus supplement.

Course Evaluation Methods

Candid Learning Experiences	Descriptions of Objective Learning	% age of course grade	Points Value of Assignment	Frequency of attainment
Immersive Learning Chapter Review- quizzes ILC- REV	These are randomized quizzes for scoring highest grades with unlimited attempts allowed to retain for next type of quizzes— retention quizzes. Selected ones from these quizzes will appear in the corresponding major exam.	15%	10 Points	Do one Chapter per week by Sunday 11:59 pm—the computer will grade automatically by this time and post grades

Immersive Learning Chapter Retention quizzes ILC-RET	<p>These are differently randomized quizzes for scoring highest grades with unlimited attempts allowed to retain for next type of quizzes—retention quizzes.</p> <p>Selected ones from these quizzes will appear in the corresponding major exam.</p>	15%	10 Points	Do one Chapter per week by Sunday 11:59 pm—the computer will grade automatically by this time and post grades
Exam 1 chapters 1-5	Exam 1: These are proctored exams based on question items from 1 & 2 above and must be taken in the class for 30 minutes. Bring your laptops to these exams.	15%	15 Points	Take the exam 1 on the sixth week consisting of chapters 1-5 applying your intuitive familiarity for the exam as explained
Exam2 chapters 6-10	Exam 2: These are proctored exams based on question items from 1 & 2 above and must be taken in the class for 30 minutes. Bring	15%	15 Points	Take the exam II on the 11th week consisting of chapters 1-5 applying your intuitive familiarity for the exam as explained

Course Syllabus:

Consumer Behavior

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Fall 2022, 3 credit hours

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Exam 3 chapters 11-15	Exam 3: These are proctored exams based on question items from 1 & 2 above and must be taken in the class for 30 minutes. Bring your laptops to these exams.	15%	15 Points	Take the exam III on the sixteenth week consisting of chapters 1-5 applying your intuitive familiarity for the exam as explained
Marketing Application Short Case (MASC) 1— Chapter 5 CLO's-- Critical Learning Objectives	These are unique Critical Learning Outcomes selected from chapter 5 for — application and integration	8%	8 Points	Take the Marketing Application Short Case (MASC) -1 that represents the precis of chapters 5 that applies your intuitive familiarity for an expert discussion— comprising of Reaction, Learning, Behavior and Result
Marketing Application Short Case	These are unique Critical Learning Outcomes	8%	8 Points	Take the Marketing Application

(MASC) 2— Chapter 10 CLO's-- Critical Learning Objectives	selected from chapter 10 for — application and integration			Short Case (MASC) -1 that represents the precis of chapters 5 that applies your intuitive familiarity for an expert discussion— comprising of Reaction, Learning, Behavior and Result
Marketing Application Short Case (MASC) 3— Chapter 15 CLO's-- Critical Learning Objectives	These are unique Critical Learning Outcomes selected from chapter 15 for — application and integration	9%	9 Points	Take the Marketing Application Short Case (MASC) -1 that represents the precis of chapters 5 that applies your intuitive familiarity for an expert discussion— comprising of Reaction, Learning, Behavior and Result

- Described above are major assignments, projects, and testing; course grading procedures and policies -- More to be explicitly described in class.

Note

The instructor reserves the right to amend and to reorganize this syllabus at any time.

Grading Scale: 100%-90% = A, 89%-80% = B, 79%-70% = C, 69%-60% = D, 59%-0% = F

Syllabus Supplement:

For a copy of the most current Pitt State syllabus supplement, please link to;

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<http://www.pittstate.edu/office/registrar/syllabus-supplement.dot>

Coronavirus (COVID-19) Index Supplement:

For an up-to-date index of Pitt State's responses, policies and resources pertaining to COVID-19, please link to:

<https://www.pittstate.edu/office/health-services/coronavirus/index.html>

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