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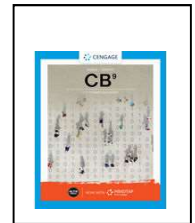
**Instructor:** Linden Dalecki, Associate Professor  
**Office:** Kelce 201-C  
**Hours:** 8:15am - 1:00pm Mondays (online)  
9:30am -10:45am, 12:30pm - 1:45pm, 3:30pm – 6:15pm Tuesdays  
**Phone:** (620) 235-6581  
**E-mail:** ldalecki@pittstate.edu

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**Course Materials and Online Platforms (required):**

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.*



**Access to Riipen Course-Client Platform:**

This semester's Consumer Behavior course-clients will be determined early in the semester. Major course-client related milestones are **bolded below in this syllabus** and are listed on the Riipen.com platform. *There is no charge to students for access to the Riipen platform.*

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**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 and via chapter discussion prompts as well as essays related to consumer behavior. Upon successful completion of the course, students will be able to apply principles of consumer behavior to both marketplace as well as personal contexts. Students will also grapple with ethical considerations pertaining to consumer behavior, including areas such as grey markets, manipulative persuasion tactics and subliminal advertising.



**Course Outline:**

Week 1

Tuesday Jan. 17: Syllabus Review / Course Overview / Cengage Registration Process  
Teams Assigned by Instructor  
**Intro to Riipen Platform and Course-Clients'**  
**Consumer Behavior Projects**

Week 2

Tuesday Jan. 24: Chapter 1 Online Learning Activities  
Chapter 1 Online Applied Assignment  
Chapter 1 Online Case Activity  
**Riipen Onboarding Process**  
**Presentations by—and Q&A with—Course Clients**

Week 3

Tuesday Jan. 31: Chapter 2 Online Learning Activities  
Chapter 2 Online Applied Assignment  
Chapter 2 Online Case Activity  
**Presentations by—and Q&A with—Course Clients**

Week 4

Tuesday Feb. 7: Chapter 3 Online Learning Activities  
Chapter 3 Online Applied Assignment  
Chapter 3 Online Case Activity  
**Presentations by—and Q&A with—Course Clients**

Week 5

Tuesday Feb. 14: Chapter 4 Online Learning Activities  
Chapter 4 Online Applied Assignment  
Chapter 4 Online Case Activity  
**Teams Confirm Phase 1 Deliverables with Course Client**  
**Teams Develop Follow-Up Course-Client Questions**

Week 6

Tuesday Feb. 21: Chapter 5 Online Learning Activities  
Chapter 5 Online Applied Assignment  
Chapter 5 Online Case Activity

Week 7

Tuesday Feb. 28: Chapter 6 Online Learning Activities  
Chapter 6 Online Applied Assignment  
Chapter 6 Online Case Activity



**Teams-to-Team Feedback re: Phase 1 Deliverables  
(including planned research strategy and sources)**

Week 8

Tuesday Mar. 7: Chapter 7 Online Learning Activities  
Chapter 7 Online Applied Assignment  
Chapter 7 Online Case Activity

Week 9

**--Spring Break [Saturday, March 11, 2023 - Sunday, March 19, 2023]--**

Week 10

Tuesday Mar. 21: **Mid-Term Exam (Chapters 1-7)**  
**Phase 1 Client Feedback Due to Teams and Instructor**

Week 11

Tuesday Mar. 28: Chapter 8 Online Learning Activities  
Chapter 8 Online Applied Assignment  
Chapter 8 Online Case Activity

Week 12

Tuesday Apr. 4: Chapter 9 Online Learning Activities  
Chapter 9 Online Applied Assignment  
Chapter 9 Online Case Activity  
**Teamwork on Phase 2 Client Deliverables**

Week 13

Tuesday Apr. 11: Chapter 10 Online Learning Activities  
Chapter 10 Online Applied Assignment  
Chapter 10 Online Case Activity  
**Teamwork on Phase 2 Client Deliverables**

**—MAKE-UP WEEK—** (during Week 13, all students may petition the instructor to make-up up to 2 Chapters of textbook material by Week 15... *please see Make-Up Policy below for details*)

Week 14

Tuesday Apr. 18: Chapter 11 Online Learning Activities  
Chapter 11 Online Applied Assignment  
Chapter 11 Online Case Activity  
**Phase 2 Draft Client Deliverables Presented in Class**



Week 15

Tuesday Apr. 25:

Chapter 12 Online Learning Activities  
Chapter 12 Online Applied Assignment  
Chapter 12 Online Case Activity  
**Phase 2 Instructor Feedback to Teams**

Week 16

Tuesday May 2:

Chapter 13 Online Learning Activities  
Chapter 13 Online Applied Assignment  
Chapter 13 Online Case Activity  
**Teams Present Final Deliverables to Clients via Zoom**  
**DUE TO ONLINE PRESENTATIONS THERE IS NO FACE-TO-FACE CLASS MEETING ON THIS EVENING**

Week 17

Tuesday May 9:

— [FINAL WEEK]—

**Final Exam: Online from 2:00pm – 3:50pm (110 minutes)**

**Teaching Methods:**

This is a hybrid 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 chapter quizzes *at least a half-hour prior to the start of class* on Tuesdays (thus, before 1:30pm on the chapter date dues listed in this syllabus).

**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. Note that faculty members are NOT required to use Canvas [please note that up-to-date points earned—apart from chapter discussion prompts and essays—can be found on MindTap and please also note that though grades on MindTap will eventually be integrated to Canvas, the process generally takes several weeks].



### **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. Note further that unexcused absences will result in a deduction of 20% in participation points for every unexcused absence beyond 1 absence. **NOTE:** In the event of campus closure(s) due to inclement weather, any course updates will be posted via Canvas messaging and/or announcements.

### **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. As a courtesy, during Week 13 of the semester the instructor will allow all students to petition to make-up up to 2 Chapters (maximum) worth of missed material (by Week 15). *Apart from extreme circumstances, no make-up accommodations beyond the 2 Chapter maximum will be allowed.* **PLEASE NOTE:** No other make-up opportunities / deadline extensions are available in this course apart from the opportunity to extend deadlines on up to 2 Chapters of textbook quizzes.

### **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.

\*\*\*\*\*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.
- 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:**

	(points)
Chapter Learn It Activities:	255
Chapter Applied Assignments:	325
Chapter Case Activities:	650
Midterm Exam:	200
Final Exam:	200
Participation:	150
Preliminary Course-Client Questions	150
Q&A with Course Client	150
Phase 1 Deliverables Confirmed	150
Phase 1 Deliverables	200
Teams Present Final Deliverables to Client	300

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



**KELCE**  
**COLLEGE OF BUSINESS**  
Pittsburg State University

**Course Syllabus:**  
Consumer Behavior  
MKTG-510-93 (Hybrid)  
Kelce 210, Tues. 2:00pm - 3:15pm  
Spring 2023

### **Syllabus Supplement:**

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

<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>

### **TikTok Ban:**

Per Governor Laura Kelly's Executive Order #22-10 issued December 28, 2022, any and all use of TikTok on any and all Kansas state-owned devices and/or networks—including but not limited to any and all PSU-owned devices and/or PSU networks—is strictly prohibited (though the ban applies to all students and all student teams, student teams with course-clients who have adopted or who may express an interest in adopting TikTok are especially cautioned). For details regarding Governor Kelly's ban see the links below:

<https://governor.kansas.gov/governor-kelly-bans-tiktok-from-state-owned-devices-prohibits-access-on-state-network/>

[https://content.govdelivery.com/attachments/KSOG/2022/12/28/file\\_attachments/2365344/EO%2022-10%20TikTok%20Ban%20-%20Signed%20&%20Filed.pdf](https://content.govdelivery.com/attachments/KSOG/2022/12/28/file_attachments/2365344/EO%2022-10%20TikTok%20Ban%20-%20Signed%20&%20Filed.pdf)

### **Note:**

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



