



Erick M. Mas

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Office Hours: By appointment

### COURSE DESCRIPTION

The study of consumer behavior has its roots in the “marketing concept” – the philosophy that firms should analyze and understand the needs of their customers and make decisions to satisfy those needs. *Consumer behavior* is the study of how individuals, groups, or organizations make decisions to purchase, consume, and dispose of goods and services. It assesses individual characteristics of consumers (e.g., demographics, lifestyles, and values) and the role of external influences (e.g., family, friends, and society in general) to understand people's product needs and desires.

This course is designed to teach students to apply findings from the field of consumer research to develop effective strategic marketing plans. The core goal is to provide students with a foundation for understanding, predicting, and influencing consumer behavior. Material covered will focus on practical strategic implications for marketers, with selected applications in market segmentation, marketing communications, and marketing management. Topics will include consumer and organizational behavior models and decision processes; internal influencing forces of motivation, perception, learning, personality, lifestyle, and attitudes; external influencing forces of culture, subculture, demographic, social class, reference groups, and household.

In this course, you are already an expert because you are constantly engaged in consumer behavior. Whether buying groceries, eating and drinking, or buying apparel, you are engaged in consumer behavior. Class discussions will be centered around theoretical findings from relevant consumer research, and students will be asked to consider how these findings are applicable to real-world business environments in both physical and digital contexts.



**Prerequisite:** MKTG 3650 – Principles of Marketing.

## TEACHING METHODOLOGY

Each class is divided into three general sections: (1) lecture based on material covered in the textbook, (2) discussion of recent research relevant to marketing and consumer behavior, and (3) a strategic marketing consulting project designed to challenge the student with real-world marketing scenarios (predominantly online, in Canvas discussions).

## COURSE MATERIALS

**Textbook.** The following textbook is the guiding foundation for course content. Chapter assignments are based on the 13<sup>th</sup> edition of the U.S. version of the text. If you opt to buy another edition, you are still responsible for all assigned content from this edition:

Mothersbaugh, David L., and Del I. Hawkins (2016), *Consumer Behavior: Building Marketing Strategy* (13<sup>th</sup> ed.), New York, NY: McGraw-Hill.

**Canvas.** There will also be extensive supplemental materials posted on the Canvas website: [unt.instructure.com](http://unt.instructure.com). You are responsible for any and all materials posted to Canvas and you are required to check the course website at least twice a week for the duration of the semester. Canvas materials may include, but are not limited to:

- Video/audio files that add value to the course topics
- Additional reading assignments that supplement course topics
- Experiential exercises – Real-world problems that challenge your knowledge and ability to find practical business solutions
- Quizzes

Any questions regarding content on the Canvas website should be directed to me. However, I cannot help you if you encounter technical difficulty accessing the content. Please do not contact me with questions regarding technical difficulties. It is your responsibility to contact the Help Desk for this.

You are also responsible for understanding the Canvas interface. There are on-line help sessions and workshops available for students. For more information, contact the Student Helpdesk - (940) 565-2324 or [helpdesk@unt.edu](mailto:helpdesk@unt.edu).

## COURSE POLICIES

**Academic Integrity.** It is expected that each student enrolled in the course ascribes to the policies articulated in the University of North Texas “Academic Integrity Policy.” The policy is posted on the Canvas website.

**University of North Texas – COB Student Ethics Statement.** As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy. “

I understand that I am responsible for reviewing the policies as provided below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy. I will not engage in any acts of academic dishonesty as defined in the Student Standards of Academic Integrity, including but not limited to using another’s thoughts or words without proper attribution (plagiarism) or using works in violation of copyright laws. I agree that all assignments I submit to the instructor and all tests I take shall be performed solely by me, except where my instructor requires participation in a group project in which case I will abide by the specific directives of the instructor regarding group participation. While engaged in on-line coursework, I will respect the privacy of other students taking online courses and the integrity of the computer systems and other users’ data. I will comply with the copyright protection of licensed computer software. I will not intentionally obstruct, disrupt, or interfere with the teaching and learning that occurs on the website dedicated to this course through computer “hacking” or in any other manner. I will not use the university information technology system in any manner that violates the UNT nondiscrimination and anti-sexual harassment policies. Further, I will not use the university information technology system to engage in verbal abuse, make threats, intimidate, harass, coerce, stalk or in any other manner which threatens or endangers the health, safety or welfare of any person. Speech protected by the First Amendment of the U.S. Constitution is not a violation of this provision, though fighting words and statements that reasonably threaten or endanger the health and safety of any person are not protected speech.”

**ADA Statement.** UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the *Office of Disability Access* (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information, visit the ODA website at [disability.unt.edu](http://disability.unt.edu), or visit Sage Hall, Suite 167 (Tel: 940-565-4323).

**Classroom Behavior.** There is no strict policy against the use of technology in the classroom as long as it is used responsibly. Technology should be used in moderation and only when necessary.

Respect in the classroom is expected. The instructor retains the right to ask disruptive or unruly students to exit the classroom. Failure to comply will result in removal by campus security.

The content of this syllabus is subject to change. In the event of any significant updates throughout the semester, students will be notified via email and an updated syllabus will be posted to Canvas.

**Attendance and Participation.** If you do not understand something—ask. You are expected to remain highly engaged in all Canvas course activities. All Canvas participation is recorded automatically; accordingly, it is not wise to “challenge” your Canvas engagement. The instructor is fully aware of the frequency and duration of each Canvas engagement throughout the semester. Your attendance and participation are a significant portion of your final course grade.

**Written Communications Support.** Because written communications proficiency is a part of the grading in this course, your ability to write correctly and effectively is important. The UNT Writing Lab in Sage Hall, Room 152, (940) 565-2563 is a resource available for students on the Denton campus. An alternative free tool available is [Grammarly.com](https://www.grammarly.com). It is a great way to identify writing errors and help you fix them. Another helpful website is [Citefast.com](https://www.citefast.com). I encourage you to use these free support tools in all courses.

**Make-Up Assignments.** Class attendance is required. It is the responsibility of the student to follow up with the instructor for missed class content and assignments. In-class activities cannot be made up. Make-up quizzes and exams will be provided at the discretion of the instructor. It is not in the student’s best interest to risk missing a quiz or exam, as a make-up is not guaranteed.

### ASSESSMENT OF LEARNING

I am committed to working to enable your success in this course. Success in this course is measured in terms of learning, and thus my commitment is to your learning experience, not your grade. Your grade will be earned, not “given” to you, and depends on your effort and ability. You must take responsibility for following directions, reading and listening to assigned content, and studying all assigned materials. In this course, there will be several opportunities for you to demonstrate your learning, as detailed below.

Grading Rubric		Grade Breakout	
Attendance/Participation	10%	A	90% - 100%
Quizzes/Assignments	20%	B	80% - 89.9%
Exam 1	20%	C	70% - 79.9%
Exam 2	20%	D	60% - 69.9%
Strategic Marketing Consulting	20%	F	0% - 59.9%
Research Participation (SONA)	10%		

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**Attendance/Participation (10%).** Attendance and participation are a crucial component of demonstrating the progress your learning and comprehension in this course. Consistently logging in to Canvas, showing up to class on time, and actively participating in the discussion is a requirement, not an option. Texting, using social media, and disrupting the class will count against this grade.

**Quizzes/Assignments (20%).** Individual homework will not be assigned for this course. However, quizzes—which are to be answered on an individual basis—will be assigned at the instructor’s discretion to verify student comprehension of class material. Typically, 2-3 quizzes can be expected in a normal semester. However, this number will increase if students are not engaging in class discussions to demonstrate their learning. This may occur without warning. Quizzes will typically be short answer or multiple-choice format, but again, this is subject to change depending on student engagement in class discussions. Any material covered in the textbook, supplementary materials provided, or topics discussed during class can be included in the quizzes.

**Exams (40%).** There will be two exams throughout the semester. Each exam is worth 20% of your final grade. Exams will consist of anywhere from 50-100 multiple choice, true or false, and potentially short essay questions. Any material covered in the textbook, supplementary materials provided, or topics discussed during class can be included in the exams.

**Strategic Marketing Consulting (20%).** You will be paired with a business partner with whom you will work throughout the semester to use course-related content to provide consultation services for a business. Every week you will be given a new real-world business challenge to overcome and are expected to meet with your partner to think through and write out strategic solutions to each challenge using knowledge accumulated over the semester. You will also be expected to present your solutions to the class on a weekly basis in an open discussion format, and a formal written report will be submitted as a final project at the end of the semester. Performance will be evaluated based on the demonstration of creativity, resourcefulness, and ability to tie course material into your strategic marketing consultation.

**Research Participation (10%).** Business research is a field of study in which a company obtains data and analyzes it in order to better manage the company and understand customers. Research on aspects related to a business can help predict consumer trends, project sales, spot opportunities, and avoid potential problems.

As part of your learning experience in this course, you will be required to participate in research studies conducted by faculty members of the College of Business. Your participation in this research will make up 10% of your final class grade.

To participate in research studies, you must create an account, then log in to the COB SONA page—a web application that allows you to browse available studies and schedule a time to complete studies either online or in the COB Behavioral Lab (BLB 279). The webpage is [unt-cob.sona-systems.com](http://unt-cob.sona-systems.com).

Credits are assigned based on the duration of the study and whether you participate online or in the COB behavioral Lab:

- Short online studies (5 - 15 minutes) earn 1 SONA Credit
- Long online studies (16 - 30 minutes) earn 2 SONA Credits
- On-campus lab studies (30 - 60 minutes) earn 5 SONA Credits

To fulfill the 10 percent course requirement, you must earn 10 SONA credits throughout the semester (i.e., 1 credit = 1 percent of the final class grade). Additional SONA credits are accepted as extra credit (2 points added to your quiz grade per SONA credit). There is no cap on how many extra credit points you can earn.

All credits earned and allocated to this class in your SONA profile will be added to your final course grade at the end of the semester.

**Please email [COB.REP@unt.edu](mailto:COB.REP@unt.edu) with any questions you have.**

## COURSE CALENDAR

Week	Date	Material Covered
Week 1	1/16	Syllabus Ch. 1 Consumer Behavior and Marketing Strategy
Week 2	1/23	Ch. 2 Cross-Cultural Variations In Consumer Behavior
Week 3	1/30	Ch. 3 The Changing American Society: Values  Ch. 4 The Changing American Society: Demographics and Social Stratification
Week 4	2/6	Ch. 5 The Changing American Society: Subcultures Ch. 6 The American Society: Families and Households
Week 5	2/13	Ch. 7 Group Influences on Consumer Behavior
Week 6	2/20	Ch. 8 Perception
Week 7	2/27	Ch. 9 Learning, Memory, and Product Positioning
Week 8	3/6	Exam 1
No Class	3/13	Spring Break
Week 9	3/20	Ch. 10 Motivation, Personality, and Emotion
Week 10	3/27	Ch. 11 Attitudes and Influencing Attitudes
Week 11	4/3	Ch. 12 Self-Concept and Lifestyle
Week 12	4/10	Ch. 13 Situational Influences
Week 13	4/17	Ch. 14 Consumer Decision Process and Problem Recognition  Ch. 15 Information Search
Week 14	4/24	Ch. 16 Alternative Evaluation and Selection  Ch. 17 Outlet Selection and Purchase  Ch. 18 Postpurchase Processes, Customer Satisfaction, and Customer Commitment
Week 15	5/1	Final Project Presentations (TBD)
Week 16	5/8	Exam 2 (TBD)
<b>*Schedule subject to change*</b>		
<p>Note: The following chapters have not been included in the course calendar. These, and any other chapter or supplemental reading may be included as independent reading requirements and can be included in Quiz or Exam Material.</p> <ul style="list-style-type: none"> <li>• Ch. 19 Organizational Buyer Behavior</li> <li>• Ch. 20 Marketing Regulation and Consumer Behavior</li> </ul>		

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