



UNIVERSITY OF CENTRAL ARKANSAS
COLLEGE OF BUSINESS
VISION, MISSION, AND CORE VALUES STATEMENT

Vision

Our vision is to be a leading regional public business college in Arkansas with national recognition in selected fields or areas.

Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current and responsive curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the regional and global business community.

In carrying out this mission, the College of Business is guided by the following core values:

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.

4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

Course Information

Course Number: MKTG 4354	
Course Name: Consumer Behavior	
CRN: 21091	
Semester: Spring	
Location: COB 214	
Class Hours: 11:00-11:50 a.m.	

Instructor Information

Name: Susan Myers	
Office Location: COB 312D	
Work Email: smyers@uca.edu	
Phone: 450-5323	Please email for quickest response.
Office Hours:	MWF 8:30-9:00; 10:00-11:00; 12:00-2:00 or by appointment

Prerequisites:

MKTG 3350, Principles of Marketing is required for this course. Admission into the College of Business is also required or YOU WILL BE DROPPED from the course.

Textbook and Instructional Materials Required:

Babin, "CB3" paperback 2011 edition ISBN 978-0840058515

Course Description:

This course is a survey of the marketing and psychological principles that influence all stages of consumption and the consumption process.

Course Objectives:

We are all consumers on a variety of levels and, as such, are often exposed to marketing attempts to influence our intentions and behaviors in the consumption world. The main objective of this course is for students to gain a thorough understanding of the underlying theories related to consumer behavior and the strategic implications for marketing professionals. This requires mastery of both the psychological and practical components of the overall consumer behavior landscape.

- In addition, this course is meant to:
- Encourage academic thought.
- Expand competence in academic writing.
- Develop presentation and communication skills.
- Improve capabilities relating to team work.

These goals will be achieved in part by utilizing a colloquium format where both the instructor and the students present their thoughts and views on the topics at hand.

Course Delivery Method:

This course will use a combination of lecture and in class activities.

Grading:

Grades will be assigned according to the following scale

A	≥ 90	450 points
B	≥ 80 and $< 89.5\%$	400 points
C	≥ 70 and $< 79.5\%$	350 points
D	≥ 60 and $< 69.5\%$	300 points
F.	< 59.9	

The various components of your grade are weighted as follows

Exam 1	100 points	20%
Exam 2	100 points	20%
Exam 3	100 points	20%
Exam 4	100 points	20%
Assignments*	100 points	20%
Poster Assignment	100 points	20%

*These points are optional and can be used in place of one of the exam scores.

There will be a total of 500 points for the class. This makes it very easy for you to figure out where you stand. You are trying to earn the number of points required to receive your desired grade.

I do not use the +/- system. Semester grades will be reported through normal university channels with no exceptions. I do not provide grades via e-mail or phone.

Description of Major Deliverables/Course Requirements:

Class Schedule:

F	13-Jan	Introduction and Overview	
M	16-Jan	No class MLK	
W	18-Jan	What is CB	Chapter 1
F	20-Jan	Value and the CB Framework	Chapter 2
M	23-Jan	Consumer Learning	Chapter 3
W	25-Jan	Comprehension, Memory and Learning	Chapter 4
F	27-Jan	Video	
M	30-Jan	Motivations and Emotion	Chapter 5
W	1-Feb	Finish Up	
F	3-Feb	Review Day	
M	6-Feb	Exam 1	
W	8-Feb	Personality	Chapter 6
F	10-Feb	Life Styles and Self Concept	
M	13-Feb	Attitudes	Chapter 7
W	15-Feb	Attitudes	
F	17-Feb	Consumer Culture	Chapter 8
M	20-Feb	Microcultures	Chapter 9
W	22-Feb	Finish Up	
F	24-Feb	Exam 2	
M	27-Feb	Group and Interpersonal Influence	Chapter 10
W	29-Feb	Consumers in Situations Part I	Chapter 11
F	2-Mar	Consumers in Situations Part II	Chapter 11
M	5-Mar	Decision Making I	Chapter 12
W	7-Mar	Decision Making II	Chapter 13
F	9-Mar	Finish Up	

M	12-Mar	Review Day	
W	14-Mar	Exam 3	
F	16-Mar	Project Work	
M	19-Mar	No Class Spring Break	
W	21-Mar	No Class Spring Break	
F	23-Mar	No Class Spring Break	
M	26-Mar	Return Exam/Project Work	
W	28-Mar	Video	
F	30-Mar	Consumption to Satisfaction I	Chapter 14
M	2-Apr	Consumption to Satisfaction II	
W	4-Apr	Consumer Relationships	Chapter 15
F	6-Apr	Consumer Misbehavior I	Chapter 16
M	9-Apr	Consumer Misbehavior II	Chapter 16
W	11-Apr	Finish Up	
F	13-Apr	Project Work	
M	16-Apr	Presentations	
W	18-Apr	Presentations	
F	20-Apr	Presentations	
M	23-Apr	Grades	
W	25-Apr	Review Day	
F	27-Apr	No Class—Study Day	
M	30-Apr	Final Exam 2-4	

Policies and Procedures:

ATTENDANCE, TARDINESS, AND PROFESSIONALISM

On time attendance is expected. It is very disruptive to the class if you are late. I understand that circumstances may cause you to be late on a rare occasion. However, if you continually enter the class late, I *will* lower your final grade. If you **must** leave early, please let me know **before** class, sit near the door, and then please leave quietly. On test days, you **MUST** be seated within 15 minutes of the start of class; students will not be permitted to enter the room after this time. In this case, the student will receive a “zero” for the test.

Since class lectures and discussions will often include material not covered in the textbook, the material may be difficult to follow from other students' notes. Since all material discussed in class can be on the exams, it is highly recommended that you attend class on a regular basis.

During class periods, I expect you to conduct yourself in a professional manner. **This means no crossword puzzles, newspapers, surfing the Internet, continuous talking or other activities. Cell phones and beepers must be turned OFF during class.** Laptops or other electronic devices are only permitted with prior approval from the instructor. Approval must be approved on each occasion of use. Students may be required to sit in the front row if laptops are used during lectures.

Unprofessional conduct *will* result in a reduction of your final grade. **IF YOU TEXT MESSAGE IN CLASS, YOU WILL BE ASKED TO LEAVE.**

EXAMS

Four exams will be given including a final. The format will be discussed in class. The final exam is not comprehensive, but you will be expected to know some of the important concepts from throughout the semester. **Under NO circumstances will a test be administered to one (or a few students) separately, on a day different from the date scheduled for the entire class.** This means that exams will NOT be given early because of travel, etc. If you fail to show up for an exam without contacting me prior to the exam, you will receive a zero for the exam.

A make-up exam for individuals missing any exams will be available **only** under the following conditions: 1) The individual notifies the instructor the day before the exam or before class on the day of the exam; and 2) has an official university excused absence or a written doctor's excuse. **(Make-up exams will not be permitted without written documentation of the absence!)** Make-up exams are not a guarantee and are at the discretion of the instructor. The make-up exam will be scheduled at the professor's discretion and will consist of a series of essay questions. If such procedures are not followed, a zero will be assigned for a missed exam. Makeup tests will not be given for any other reason because students have the opportunity to replace the missed exam with the homework score.

Although all the text material may not be covered in class, students are responsible for all assigned readings and handouts. Of course, anything discussed in class or presented on video or by guest speakers may be included on the exams.

No cell phones, PDAs, laptops or programmable calculators are allowed in any test. You may bring a simple calculator only if instructed.

You will be allowed to replace one exam score with the assignment points that you have accumulated throughout the semester—this includes the final. For example if you get an 80 on exam 1, a 75 on exam 2, a 65 on exam 3, and a 75 on exam 4, and you attend class and receive an assignment score of 85—you will be allowed to substitute the exam 3 score. The assignment score is not in addition to your exam scores. On the other hand if you have a 90 on exam 1, a 95 on exam 2, an 88 on exam 3, and you have an assignment score of 95—you will not be expected to take the final (you can if you really want to, but it probably wouldn't help your grade much).

If you are concerned about a test grade, please **do not** wait until the end of the semester to discuss it with me. I am more than happy to discuss your exams with you during my office hours or other mutually convenient times. However, any test concerns should be raised within two class meetings following the return of the exam.

Special care will be given during the preparation of exams to avoid typographical and other errors. However, mistakes do happen, and the instructor may choose to exclude any questions that may contain inadvertent errors. But this is dependent solely on the discretion of the instructor. If you disagree with any type of scoring in the context of a test, please see me during my regular office hours or during a mutually

agreed upon appointment time. Bring a written explanation of your concern. Any such questions must be brought to my attention within two class meetings from the day a test score is provided.

ASSIGNMENTS

The teacher will give relevant assignments to be completed in or out of class. If these are given during the class and are due at the end of the class the same day, you must be in class to receive credit. These are graded assignments that cannot be made up. If you do not attend class, you do not get the points. Outside assignments are due at the beginning of the next class. Late assignments will not be accepted. However, you may turn in any assignment early. Most of your assignments will be completed in instructor assigned groups.

In-class assignments are optional to the extent that your overall assignment score for the semester can be used to replace your lowest test score.

POSTER ASSIGNMENT AND PRESENTATION

To foster your creativity and understanding of the CB curriculum, you will be responsible for completing and presenting a “poster” assignment. The poster may be a literal poster board, an electronic poster via powerpoint slide, or any other reasonable media that allows you to communicate the information to the instructor and the class. To complete this assignment, you will be asked to choose a company (that will be approved by the instructor). You should then find items, images, words, etc that represent that company. Overall your goal should be to answer the question, “how does _____ use, rely on or create CB concepts.” You should be able to relate these representations to specific CB concepts that are illustrated in the book as well as the more general theory of consumer behavior. Creativity, relevance, and visual appeal of the “poster” itself will account for half the grade.

In order to better develop both your academic thinking and communication skills, you will be responsible for making a presentation near the end of the semester. You will present your poster to the class and discuss how your company uses or relies on CB or creates relevant products or messages. Again, you should use the terminology from the book. Be specific and be prepared.

As this exercise is meant to develop a more general business skill (public speaking) your engagement of the audience is as important as your mastery of the content area. You should prepare to present 5-7 minutes. This presentation will account for half of the grade for this specific assignment.

LATE WORK

Many reasons are given for late work (e.g., flat tires, printer problems, illness, oversleeping, etc.) No matter the reason, the bottom line is 1) the work was completed and turned in on time or 2) the work was not completed and not turned in on time. There is, therefore, no provision for late work on any assignments. Plan and schedule your time and have back-up systems in place so you can complete your work on time. Meeting deadlines is critical to success in business. I suggest you begin now to develop good work habits. In the case of truly extenuating circumstances, please see me as soon as possible!

ACADEMIC HONESTY

Plagiarism is “stealing the ideas or words of another’s and passing it off as one’s own.” It includes using someone else’s work and not crediting the source properly. This means that anything published anywhere – including a Website – cannot be lifted and put in a paper with your name on it. For example, a discussion of the General Mills company at the GM website cannot be copied and pasted into your report.

This is plagiarism and will be treated as such. What you can do is rewrite the paragraph IN YOUR OWN WORDS. Another option is to use a sentence as is and put it in quotes, and cite the source and the page number. You MUST include the site name in your reference list regardless of how you use the information, as long as the information is in your report. The professor regards ALL TYPES of dishonesty as serious and will pursue appropriate action in accordance with university policy. Please refer to the UCA Student Handbook for specific guidance relating to the Academic Honesty Policies (pp 40-42).

Academic Integrity Statement:

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement:

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies:

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Accreditation & Assurance of Learning

Learning Goal(s) Assessed in this Class

- There is no formal assessment activity scheduled in this class.
- There is formal assessment activity scheduled in this class.