

# SYLLABUS

## Consumer Behavior– Spring 2021

MKTG 3210-091 Course # 25533

Belk College of Business, UNC Charlotte

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	Time	Place
Class	Thursday 5:30 pm-8:15 pm	Online, Synchronous, Zoom
Office	By Appointment	Phone or Video Chat

### Course Description

Marketing begins and ends with consumers – from determining consumers’ wants and needs to providing consumer satisfaction. As such, a clear understanding of consumer behavior is critical in successfully managing the marketing function. The purpose of this course is to introduce you to the study of consumer behavior. Emphasis will be given to understanding the psychological basis of consumer behavior within its social context. We will explore how and why consumers (including ourselves) behave the way that they do and ways in which we, as marketers, are better able to predict and influence behavior.

### Course Objectives

1. To understand the concepts, theories, principles, and practice in consumer behavior
2. To develop your abilities to apply consumer behavior concepts to marketing problems and make appropriate marketing decisions as a marketer.
3. To become a more knowledgeable consumer, understanding how consumer behavior principles may affect your own behavior.

### Course Materials

*Textbook:* Consumer Behavior: Buying, Having, and Being by Michael R. Solomon, 12<sup>th</sup> Edition

### Student Expectations

Besides the academic training a student should expect to gain in this course, various skills should also be acquired, including:

- ✓ Oral presentation skills - compose and deliver comprehensive and concise report;
- ✓ Report writing - compose and present systematic, professional reports; and
- ✓ Preparation for the career world,

**Course Schedule** will be posted on Canvas.

### Course Structure

A combination of synchronous online lectures, synchronous online discussions, projects, reading assignments, and quizzes will be used to achieve the objectives of this course. All lectures will be done in

real-time on Thursdays at 5:30 pm and students are expected to have their computer cameras on during the entirety of the lecture. Use of a webcam during class time is **mandatory** in this course. Please download any necessary software to use Zoom.

### Attendance

This course is synchronous, meaning there are set times to meet each week. Regular attendance is **mandatory** (and necessary) for doing well in this course. The only difference between this course and “in person” will be the fact that we will not be meeting in person. There will be a set time to meet with cameras on, as you will do in your jobs in the real world. Absences will be penalized unless accompanied by a university-approved excuse. Quiz material comes principally from lectures, class discussions, and assigned readings.

### Quality of Work

Professional quality work is expected, both in terms of content and presentation.

- Spelling, grammar, punctuation, clarity of expression, and presentation will count in every piece of work you do in this course. If these issues are challenging for you, or if you’d just like to improve your writing, take advantage of the free services of the Writing Resource Center.
- You are graded in this course (and likewise judged in the “real” world) based on what you say or write and how you present. If mechanics are sloppy, your good ideas may be difficult to appreciate. If presentation is polished but ideas are sloppy, results will be mediocre, accordingly.
- Students whose native language is not English must meet the same quality requirements as others.

### Grading

1. Quizzes: 3 x 20% each	60%
a. Quiz 1	
b. Quiz 2	
c. Final Quiz	
2. Class Participation: 10 classes x 1% each (not counting quiz/presentation days)	10%
3. Field Consulting Project	25%
4. Branding Assignment	<u>5%</u>
	<u>100%</u>

### Grade Distribution

A: 90.0% - 100.0%

B: 80.0% - 89.9%

C: 70.0% - 79.9%

U: 0.0% - 69.9%

## 1. Quizzes (60%)

All quizzes are closed-book and must be taken on the assigned day and time during the semester. The quizzes will be based on material from texts, lectures and class discussions. It is imperative that you

keep up with readings and attend class. Quizzes are timed and may only be taken once. Quizzes will be released online on Canvas at the time of class that week (5:30 pm), with the exception of the Final Quiz. No late submissions. Quizzes will be a mixture of True/False, Multiple Choice, and Essay.

- Quiz 1 will be released at 5:30 pm on February 18, 2021.
- Quiz 2 will be released at 5:30 pm on March 25, 2021.
- The Final Quiz release time and date is May 5, 2021 at 5:30 and will be open until May 11, 2021 at 11:59 pm.

Grade appeals. If you believe that the grade you received on an assignment, quiz, or other graded course component was in error or unfair, you may appeal to the instructor in writing within 10 calendar days of the receipt of your grade. The appeal should clearly state the reasons why you believe the grade to be unfair or the nature of the error. Overdue appeals will not be considered.

## **2. In-Class Participation (Attendance, Discussions, and Class Activities) (10%)**

Attendance and participation are very important in creating a class environment that is both interesting and meaningful to the student. You should attend class regularly on Thursday nights at 5:30 pm and be on time **with your computer camera on**. Attendance is taken at the beginning of each class and is **mandatory**. Absences will be penalized unless accompanied by a university-approved excuse. When possible, please let me know before your anticipated absence in writing. If you miss class, you are responsible for getting announcements and notes from your fellow students.

Your willingness to participate in class discussions or activities, ask and answer questions, and share your experiences on the topic at hand will add to the richness of everyone's learning. This means you should be fully-engaged when you are in class. Each of you can improve the quality of the course by sharing your own insights from the readings and observations in the real world. Your comments will be evaluated based on quality, not quantity. If your behavior is disruptive to the learning environment of other students, your participation grade will be negatively affected and I may ask you to leave.

### Classroom Etiquette

Inappropriate behavior in class distracts from the ability of others to benefit from their in-class experiences. Such inappropriate behavior includes arriving late, leaving early, conducting independent conversations, surfing the web during class, etc. Rude and inappropriate behavior will not be tolerated. Since it is the instructor's responsibility to provide an environment that is conducive to learning for everyone in the class, points will be deducted from the grade of any student who chooses to repeatedly distract others. In particularly egregious cases, the student will be permanently removed from the class.

### Electronic Devices in Class

Laptop computers and smart phones may be used for class attendance/participation and to take notes during class. Otherwise, the use of smart phones and similar devices are prohibited in the classroom (University rule). Unless absolutely necessary, phones must be turned off during class. Students are not permitted to use their phones for personal use during class time, including texting.

### 3. Field Consulting Project (25%)

In this assignment, you will be choosing a local store as your “client.” Guidelines for choosing a store are the following:

1. The best projects will focus on local, independent stores for choosing a store.
2. Choose a store that needs help but has potential (e.g., not one that is already incorporating many of these ideas in their store).
3. When you choose a store, send me an email to let me know the store, so that we do not have multiple people doing the same store (due by **EOD** February 25, 2021).

Your job will be to analyze the store layout and marketing, guided by the principles discussed in class. From a consumer behavior perspective, what is the firm doing right and what is it doing wrong? What can it do to improve the quantity and quality of customers, increase profitability, enhance the customer experience, and improve consumer satisfaction and loyalty? Be specific in your suggestions. The deliverable will be a recommendation to the client on what they should keep and what they should change. While the cooperation and engagement of the client may be beneficial for the project, it is not required. If you have a relationship with the client, you can give store management a copy of the report if you'd like.

The Field Consulting Project has 3 components

- Project Proposal: 5%
- Project Report 10%
- Presentation 10%  
25%

Each person will submit the Field Consulting Report (maximum of 4 pages excluding appendices) in memo format via Canvas **before the start of class on April 15, 2021.**

The Project Proposal should:

1. introduce the background of the company you have selected;
2. explain why you think it has great potential in its target market; and
3. discuss potential concerns and challenges when marketing this brand in the target market.

Project Proposals should be uploaded to Canvas prior to the beginning of class on **March 18, 2021.** Your Proposal should be 2 pages, double-spaced and in memo format.

The Final Report should contain:

1. Introduction/Executive Summary
2. Current State Analysis
3. Future State Recommendations

Your presentations should be **5 minutes** via Zoom, followed by a **2 minute** question and answer period. Points will be deducted for presentations that are too short or too long.

#### 4. Personal Branding Assignment (5%)

1. Personal Brand Elevator Pitch. Imagine you are getting into an elevator with the employer of your dreams and only have 20 seconds to give them a sense of who you are in order to convince them to hire you. In 2-4 sentences, describe your personal brand. **Please upload this assignment onto Canvas prior to class starting.** On a separate date (below), you will be giving this pitch in front of your peers.

The Brand Assignment has 2 components

- Written Pitch due February 4, 2021      2.5%
- Oral Pitch due February 25, 2021      2.5%  
5%

### UNIVERSITY POLICIES

**Cell phones & Computers in class:** Students may use computers and smart phones during class for note-taking and other class-related work **only**.

**Academic integrity:** All UNCC students have the responsibility to be familiar with and to observe the requirements of The UNCC Code of Student Academic Integrity. Imprint these on your brain.

*This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.*

<http://www.legal.uncc.edu/policies/ps-105.html>

**Statement on Diversity:** *The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.*

**Accommodations for Disabilities:** *UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.*

**NOTE:** *This syllabus may subject to change at the discretion of the Professor.*