

## **MKTG 4120.001 – Buyer Behavior**

TTh 9:30-10:50 a.m.

Business Leadership Building 070

Prerequisite: MKTG 3650

### **Instructor: Eric Van Steenburg**

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### **Office Hours**

MW 3-4:30 p.m.

TTh 8:30 a.m.-9:30 a.m.

or by Appointment

### **Required Materials**

- ✓ Hawkins, Del I. and Mothersbaugh, David L. (2010), *Consumer Behavior: Building Marketing Strategy, 11<sup>th</sup> Edition*, New Jersey: McGraw-Hill/Irwin.  
ISBN: 978-0-07-338110-7
  
- ✓ **NOTE:** All students will be required to obtain one of Turning Point's Response Card "clickers" from the UNT Bookstore for this course. Clickers cost \$42.50. **Do not purchase a used clicker.**

### **Course Description**

This course introduces you to the basics of buyer behavior examining individual and organizational decision making in the acquisition, consumption and disposition of goods and services, with selected applications in market segmentation, marketing communications and marketing management. Topics 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 group and household. Three (3) credit hours.

### **Learning Objectives**

Upon completion of the course, students will understand and appreciate the consumer and the organization buying process. These will provide the basic appreciation and understanding of some key theoretical perspectives embedded in psychological, sociological and economic principles. In summary, by the end of the course, students will:

- Understand the interface of consumer behavior and organizational buying behavior and marketing and psychology
- Comprehend the essential consumer behavior and organizational buying behavior principles and concepts
- Discover how organizations develop strategies to understand consumer behavior
- Comprehend the interface of culture, social class structure, personality and consumer behavior
- Understand the consumer decision making process and consumer behavior frameworks/models.

### **Class Format**

The course will use a combination of textbook readings, lectures, in-class quizzes and discussions, online classes, online quizzes, a mid-term examination, and a final examination.

### **Grading**

Your final grade will be determined based on the following four (4) criteria:

**1. Online Quizzes** – There are four (4) online multiple choice quizzes with 25 questions each. **You must complete all four (4) quizzes.** Quizzes are open book, open notes, and can be completed on your own time. However, you have only 45 minutes to take each quiz in one (1) week period, making it imperative that you are prepared for each quiz by completing your assigned readings and attending lectures. **Quizzes open at 8 a.m. on the Monday of the week specified in the course calendar and close at 8 a.m. on the following Monday. Quizzes will not be reopened after the closing times,** so it is up to you to complete the quizzes in a timely fashion.

**2. Online Classes** – There will be eight online classes in which I expect you to observe, listen to, and/or analyze video or audio presentations on topics in buyer behavior. **The online classes are available for 24 hours starting at 8 a.m. on the designated date and closing at 8 a.m. the following day.** You will be graded on your answers to the associated questions that follow each presentation.

**3. Class Discussion & Participation** – Because students have a responsibility to initiate and participate in discussions regarding the assigned materials and being aware of current events, it is essential that you come to class prepared to engage. Because I will provide material that is above and beyond what the textbook offers, you must attend lectures in order to know all the material in which you will be evaluated. I also expect 100% participation in the online classes, with discussion grade (max 50 points) on a sliding scale based on involvement.

As previously mentioned, every student is required to obtain a clicker for this class. During lectures, questions will appear on the screen allowing students to demonstrate their proficiency in reading and understanding the material for the day's lecture. Questions will be drawn from the textbook on the topic of the day and/or previous lectures. Students' responses will be recorded and used to take role, with participation grade (max 50 points) on a sliding scale based on attendance. **In sum, if you read before class and come to class regularly, you will be rewarded.**

**4. Mid-term and Final Exams** – The exams evaluate your mastery of buyer behavior principles and disciplines taught throughout the semester. Material on the exams is taken from assigned readings, lectures, any guest lectures, online classes, and class discussion. In other words, **anything covered during the semester.**

### Evaluation

Quizzes – 4 @ 25 points each	100
Online Classes – 8 @12.5 points each	100
Class Discussion & Participation	100
Mid-term Exam	100
Final Exam	100
<b>Total</b>	<b>500</b>

Grades will be awarded based on the following:

90%-100% (450+ points)	A
80%-89.9% (400-449 points)	B
70%-79.9% (350-399 points)	C
60%-69.9% (300-349 points)	D
Less than 60% (299 points or less)	F

### Final Grades

All final grades are just that – FINAL. Please don't wait until the end of the semester to see me if you are having trouble. If you need help, or cannot complete work due to personal difficulties, please see me right away. **Note: Unless a student is confronted with a serious and absolutely unavoidable situation, missing any assignment will result in a zero (0).** You may use my personal email for personal issues.

In keeping with university policy and privacy acts, grades will not be provided via telephone or e-mail. Grades are not allowed to be given out by the department staff. Do not call or stop by the department office to ask for your grade. You may check your grade online using Blackboard, or schedule an appointment with the instructor to receive your final grade and a review of your performance.

### **Blackboard**

The Blackboard Learning System is used to support the class administratively as well as deliver some course content. Some specific functions include:

- Announcements and email (check Blackboard regularly, particularly before a class). **You MUST use Blackboard email to contact me for any COURSE-related issues.**
- Online quizzes
- Online classes
- Lecture slides
- Grade posting

### **Grade Appeals, Withdrawals, and Incompletes**

Please refer to the UNT Undergraduate Catalog for policies governing these actions. If you have any questions, please contact me for clarification. Note: An incomplete is for extraordinary circumstances and will not be used simply to provide more time to complete the course requirements.

If you disagree with how any assignment or examination was graded, you must submit a written appeal by email or letter before the start of the next class period. The email or letter must clearly state the rationale for the appeal and provide evidence to support your position. Appeals that do not provide supporting rationale and specific reference(s) to course materials will be returned without consideration.

### **Classroom Etiquette**

**Regular class attendance is required by the university and necessary to keep up with assigned readings, lectures and projects. Excessive class absences, tardiness and/or failure to keep up with assigned readings will inevitably result in lower grades. Anyone accumulating more than three (3) unexcused absences in this course may be administratively removed.**

I'm quite accommodating, but habitual or extensive tardiness is disruptive to the entire class. If you are late for class, see me immediately at the end of that class to explain why you did not arrive on time. If you do not, you will be counted as absent.

**The use of cell phones, mobile devices, and laptops for non-course related purposes is prohibited during class.** If your phone or mobile devices rings or buzzes, I will be happy to speak with the party attempting to contact you and let them know that you are unavailable each Monday through Thursday at this time. If you are using your mobile device in silent mode or your laptop for social networking, I will be happy to join in the conversation at a moment's notice.

Classes **may not** be tape-recorded or videotaped without permission of the instructor.

### **Student Evaluation of Teaching Effectiveness**

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students because I want to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

### **ADA Compliance**

The College of Business complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disabilities. If you have an established disability as defined in the ADA and would like to request accommodation, please see me right away.

### **Academic Integrity Policy**

Academic dishonesty includes cheating and plagiarism.

The term “cheating” includes, but is not limited to (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty or staff of the university.

The term “plagiarism” includes, but is not limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other materials. (Source: Code of Conduct and Discipline at the University of North Texas)

For more information on academic dishonesty and academic integrity please see the following link:  
<http://vpaa.unt.edu/academic-integrity.htm>

**If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, the case will be referred to the Office of the Provost and Vice President for Academic Affairs for appropriate disciplinary action. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.**

**MKTG 4120.001 Calendar**  
Fall 2011

<b>Date</b>	<b>Lecture Topics</b>	<b>Corresponding Text</b>	<b>Key Timing</b>
8/25/2011	Course Introduction / Syllabus Discussion		
8/29/2011	Consumer Behavior & Marketing Strategy	Ch. 1	
9/5/2011	Culture Variations <b>Online Class</b>	Ch. 2	
9/12/2011	Values Demographics	Ch. 3 Ch. 4	Quiz 1 Open
9/19/2011	Subcultures / Families & Households <b>Online Class</b>	Ch. 5 & 6	<b>Quiz 1 Close</b>
9/26/2011	Group Influences The Self	Ch. 7 Ch. 12	
10/3/2011	<b>Online Class</b> Perception	Ch. 8	Quiz 2 Open
10/10/2011	Learning, Memory & Positioning <b>Online Class</b>	Ch. 9	<b>Quiz 2 Close</b>
10/17/2011	<b>Mid-term Exam – 10/18</b> Motivation & Emotion	Ch. 10	
10/24/2011	Attitude <b>Online Class</b>	Ch. 11 Ch. 14	Quiz 3 Open
10/31/2011	Decision Making Situational Influences	Ch. 13	<b>Quiz 3 Close</b>
11/7/2011	Information Search <b>Online Class</b>	Ch. 15	
11/14/2011	Alternative Evaluation Selection & Purchase	Ch. 16 Ch. 17	
11/21/2011	<b>Online Class</b> <b>Thanksgiving – NO CLASS</b>		
11/28/2011	Post-purchase Organizational Buying Behavior	Ch. 18 Ch. 19	Quiz 4 Open
12/5/2011	<b>Online Class</b> Regulation & Ethics	Ch. 20	<b>Quiz 4 Close</b>
12/12/2011	<b>Final Exam – 12/13</b>		