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MRKT 492
Consumer Behavior
College of Business, Oregon State University

Course Credits
(4) This course combines approximately 120 hours of instruction, online activities, and assignments for 4 credits.

Enforced Prerequisites
MRKT 492: BA 390 or BA 390H and a minimum grade of C- or better

Course Description
MRKT 492. CONSUMER BEHAVIOR (4).
PREREQS: BA 390 [C-] or BA 390H [C-]

Understanding the processes that lead to purchase, so as to improve decisions on segmentation and the appropriate marketing mix for each segment. How consumers and households make decisions, and why different individuals/groups make different decisions. Application of behavioral science concepts at individual, subcultural and cultural levels. Effects of consumerism and regulation also are considered.

Contact Information
Please post all course-related questions in the General Discussion Forum so that the whole class may benefit from our conversation. For matters of a personal nature, email your instructor, Nikki Brown, at nicole.brown@bus.oregonstate.edu. I am generally online and available to answer questions on M/W/F from 9am-3pm. There are many tools we can use to communicate with each other (e.g., email, chat, General Discussion Forum, Skype, phone). Please schedule an appointment in advance. In general, I will reply to course-related questions and email within two business days. I will strive to return your assignments and grades for course activities to you within five days of the due date.

Learning Resources (Required)

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Email: ecampus@oregonstate.edu
Telephone: 800-667-1465
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NOTE: For textbook accuracy, please always check the textbook list at the OSU Bookstore website. Sample syllabi may not have the most up-to-date information.

Course Objectives
At the conclusion of the course, students should be able to apply their understanding and mastery of the course material to:

1. Analyze consumer behavior and influence processes from a variety of perspectives.
2. Apply the basic principles underlying human behavior to a variety of business contexts and situations.
3. To develop an appreciation and understanding of how marketing research, marketing strategy, and basic research on intra and interpersonal processes play multiple roles in the discipline of marketing, as well as the practice and long-term success of business.
4. Acknowledge that not all consumers are like you and apply this awareness to strategic decision making.

Course Format
This course takes place online, asynchronously. This means there is no specific time when everyone needs to log in all at once; however, please plan to log in to participate at least two or three times each week.

Canvas
This course will be delivered via Canvas where you will interact with your classmates and with your instructor. Within the course Canvas site, you will access the learning materials, such as the syllabus, class discussions, assignments, projects, and quizzes. To preview how an online course works, visit the Ecampus Course Demo. For technical assistance, please visit Ecampus Technical Help.

- GETTING STARTED

Course Content and Policies
This course will center on weekly learning modules and will involve lecture material, a weekly assignment (e.g., discussion boards, simulation exercises, current events, group project tasks), weekly quizzes, a group project, a midterm, and a final exam. Late assignments are not accepted for credit.

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Assignments and Grades
Your grade will be based upon your performance and completion of the following assignments and exams (subject to change):

1. Weekly Quizzes (10 @ 25 points each; drop lowest two scores) 200 points
2. Discussion Board/Participation Assignments (10 @ 25 points each; drop lowest two scores) 200 points
3. Consumer Research Group Project 200 points
4. Midterm Exam 200 points
5. Final Exam 200 points

Total 1000 points

Grading
Please note that grades are “earned” by you and not given by the instructor. There is no curve in this class.

A = 93%  
A– = 90-92.99%  
B+= 89.9-87%  
B = 86.99-83%  
B– = 82.99-80%  
C+= 79.99-77%  
C = 76.99-73%  
C– = 72.99-70%  
D+= 69.99-67%  
D = 66.99-63%  
D– = 62.99-60%  
F = 59.99 or below

Weekly Quizzes
There will be ten quizzes throughout the course. At the end of each week’s learning module, you will take a brief quiz which will assess engagement and comprehension of that week’s course material. Quiz questions may be multiple-choice, true/false, matching, fill-in the blank or short answer in format and representative of the material covered in the weekly module and assigned readings (i.e., lecture notes, reading assignments, video segments, simulation exercises). Quizzes are open book; however, quizzes are timed and you will only have five minutes to complete the quiz each week. Only eight out of ten weekly quiz scores will be calculated as part of your final grade (your lowest two scores will be dropped).

Discussion Board/Participation Assignments
There will be ten discussion board opportunities throughout the course. Each week, you will participate in a series of discussion board assignments. These assignments are intended to encourage participation and engagement with the course material. As part of the discussion board, you may be...
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asked to discuss current events, provide reference sources, create consumer behavior related research questions, or participate in activities (e.g., observe customers at a retail establishment). You will be required to post a reaction to assigned questions by Wednesday AND submit at least two responses to classmate posts for each assignment by Sunday each week.

Discussion board grades will be based upon the quality of contributions and how actively students participate and contribute. Discussion board assignments are graded as complete (full-credit), half-credit, or incomplete (no credit).

Consumer Research Group Project
This is a multi-faceted group research project where you will work in teams of 4-5 students. The project will involve individual work and team work.

For this project, each student will conduct at least one in-home interview and observation of a family with more than one generation living in the same household (e.g., parents with children or grandparents, parents, and children). You will form your teams around your chosen family unit (in other words, everyone on your team will interview a family with similar characteristics). Expect to spend two hours with each family. You will conduct a formal interview with the primary meal preparer (approximately one hour) and engage in participant-observation research during one dinner meal (approximately one hour). Upon completion of the “field work” component of this project, your team will compile findings, analyze the data, and create a written topline report. In addition, your team will create a visual representation of themes emerging from the data which you will present to the class.

Exam Policies
The exams will be closed notes, closed book. All exams will be open for 5 days, from Monday through Friday during exam weeks. You will have 90 minutes to complete the midterm exam (30-50 questions) and 110 minutes to complete the final exam (40-60 questions). Exams questions may be multiple-choice, true/false, matching, fill-in the blank or short answer in format, and short essay. Exams will be representative of the material covered in the weekly modules and assigned readings (i.e., lecture notes, reading assignments, video segments, simulation exercises). Makeup exams will be given only for missed exams excused in advance by the instructor and even then in unusual circumstances. Makeup exams will not be given for airline reservations, routine illness (colds, flu, stomach aches), or other common ailments.

- Midterm Exam (all material and assigned readings from weekly learning modules 1-4)
- Final Exam (all material and assigned readings from weekly learning modules 5-10)
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Arrange a Proctor
This course requires that you take exams under the supervision of an approved proctor. Proctoring guidelines and registration for proctored exams are available online through the Ecampus testing and proctoring website. It is important to submit your proctoring request as early as possible to avoid delays. If you have questions about setting up a proctor, please direct them to Ecampus:

Email: Ecampus@oregonstate.edu
Phone: 800-667-1465 or 541-737-9281
Website: http://ecampus.oregonstate.edu/services/proctoring/

Guidelines for Effective Group Work
There are many resources available to help you and your group members work together even though you may not be in the same place at the same time. You can use the group discussion board, Skype, WebEx, Google Hangouts, the telephone, or any other tools you think would work. It is expected that you will manage group dynamics among yourselves and in a professional manner. If a serious problem arises, please contact your instructor. Instances of significant imbalance in individual effort will be managed on an ad hoc basis. Students who make minimal contributions to the report and/or are disruptive to the group may be required to complete a report on their own.

Guidelines For Online Participation
Students are expected to conduct themselves in the course (e.g., on discussion boards, email) in compliance with the university’s regulations regarding civility.

Civility is an essential ingredient for academic discourse. All communications for this course should be conducted constructively, civilly, and respectfully. Differences in beliefs, opinions, and approaches are to be expected. In all you say and do for this course, be professional. Please bring any communications you believe to be in violation of this class policy to the attention of your instructor.

Expectations for Student Conduct
Student conduct is governed by the university’s policies, as explained in the Student Conduct Code.
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Academic Integrity
Students are expected to comply with all regulations pertaining to academic honesty. For further information, visit Student Conduct and Community Standards, or contact the office of Student Conduct and Mediation at 541-737-3656.

Academic Dishonesty
According to OSU student conduct regulations, academic dishonesty is defined as an intentional act of deception in which a student seeks to claim credit for the work or effort of another person or uses unauthorized materials or fabricated information in any academic work. Refer to the OSU Student Conduct code (576-015-0020) for a comprehensive definition of academic dishonesty. All cases of suspected academic dishonesty will be handled in strict accordance with OSU policy and College of Business policy.

College of Business Code of Honor

A code of honor represents the moral commitments of those abiding to it. While each person lives by his or her personal code, the establishment of collective values creates a universal goal to which we can aspire. It is through the pursuit of these professional attributes that we reduce the possibility of immoral actions ourselves.

In order to uphold our personal character and the organization that we proudly call our own, we take this oath.
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Integrity
The quality of being honest and having strong moral principles, integrity stands as the backbone of character and is essential for success.

Respect
Respect for others and yourself is a commitment to the fair treatment of and the fair competition with others. Through respect we embolden the character of others and ourselves.

Responsibility
We are held accountable for our words and actions as professionals to embed a steadfast commitment to honor in our decisions.

Technical Assistance
If you experience computer difficulties, need help downloading a browser or plug-in, assistance logging into the course, or if you experience any errors or problems while in your online course, contact the OSU Help Desk for assistance. You can call (541) 737-3474, email osuhelpdesk@oregonstate.edu or visit the OSU Computer Helpdesk online.

Veterans
Veterans and active duty military personnel with special circumstances are welcome and encouraged to communicate these, in advance if possible, to the instructor.

Statement Regarding Students with Disabilities
Accommodations are collaborative efforts between students, faculty and Disability Access Services (DAS). Students with accommodations approved through DAS are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through DAS should contact DAS immediately at 737-4098.

Tutoring
NetTutor is a leading provider of online tutoring and learner support services fully staffed by experienced, trained and monitored tutors. Students connect to live tutors from any computer that has Internet access. NetTutor provides a virtual whiteboard that allows tutors and students to work on problems in a real time environment. They also have an online writing lab where
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tutors critique and return essays within 24 to 48 hours. Access NetTutor from within your Canvas class by clicking on the NetTutor link in the course menu.

OSU Student Evaluation of Teaching
Course evaluation results are extremely important and are used to help me improve this course and the learning experience of future students. Results from the 19 multiple choice questions are tabulated anonymously and go directly to instructors and department heads. Student comments on the open-ended questions are compiled and confidentially forwarded to each instructor, per OSU procedures. The online Student Evaluation of Teaching form will be available toward the end of each term, and you will be sent instructions via ONID by the Office of Academic Programs, Assessment, and Accreditation. You will log in to “Student Online Services” to respond to the online questionnaire. The results on the form are anonymous and are not tabulated until after grades are posted.

Refund Policy Information
Please see the Ecampus website for policy information on refunds and late fees.
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Assignment Schedule MRKT 492/592 (Winter 2016)
(timeline is subject to change)

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings and Weekly Modules</th>
<th>Assignments</th>
<th>Assignment Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Intro; Consumer and Social Well-Being</td>
<td>Start Module Week 1 Module Chapters 1 and 4</td>
<td>Discussion Board - Introduce yourself Weekly quiz Expert Interviews: OSU Marketing Faculty</td>
<td>DB - First post due Wednesday by 11:59pm. Peer responses due Sunday by 11:59pm Quiz 1 – Due Sunday by 11:59pm</td>
</tr>
<tr>
<td>Week 2</td>
<td>Decision Making</td>
<td>Week 2 Module Chapter 2</td>
<td>Discussion Board Assign. Weekly quiz</td>
<td>DB - First post due Wednesday by 11:59pm. Peer responses due Sunday by 11:59pm Quiz 2 – Due Sunday by 11:59pm</td>
</tr>
<tr>
<td>Week 3</td>
<td>Cultural Influences on Decision Making</td>
<td>Week 3 Module Chapter 3 Essay: Body Rituals Among the Nacirema</td>
<td>Discussion Board Assign. Weekly quiz Group project: Update Submit your proctor information</td>
<td>DB - First post due Wednesday by 11:59pm. Peer responses due Sunday by 11:59pm Quiz 3 – Due Sunday by 11:59pm Proctor information - submitted Sunday by 11:59pm</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Week Module</th>
<th>Assignments / Activities</th>
<th>Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Learning and Memory</td>
<td>Week 5 Module</td>
<td>Week 5 Module: Ch 6, Midterm: Covers chapters 1-5, and all Canvas modules from weeks 1-4 Discussion Board/Participation Assign. Weekly quiz</td>
<td>Midterm - due Friday by 11:59pm Quiz 5 – Due Sunday by 11:59pm</td>
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<tr>
<td>6</td>
<td>The Self Attitudes and Persuasion</td>
<td>Week 6 Module</td>
<td>Week 6 Module: Chapter 7 &amp; 8, Discussion Board/Participation Assign. Weekly quiz, Expert Interview: Melody Oldfield, University Marketing, OSU Simulation: Health Care Screenings</td>
<td>DB - First post due Wednesday by 11:59pm. Peer responses due Sunday by 11:59pm Quiz 6 – Due Sunday by 11:59pm</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Week 7</th>
<th>Week 7 Module</th>
<th>Discussion Board/Participation Assign. Weekly quiz</th>
<th>DB - First post due Wednesday by 11:59pm. Peer responses due Sunday by 11:59pm Quiz 7 – Due Sunday by 11:59pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group and Situational Effects</td>
<td>Chapter 9</td>
<td></td>
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<tr>
<td>Week 8</td>
<td>Week 8 Module</td>
<td>Discussion Board/Participation Assign. Weekly quiz</td>
<td>DB - First post due Wednesday by 11:59pm. Peer responses due Sunday by 11:59pm Quiz 8 – Due Sunday by 11:59pm</td>
</tr>
<tr>
<td>Consumer Identity: Sex Roles and Subcultures Social Class and Lifestyles</td>
<td>Chapter 10 &amp; 11</td>
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<tr>
<td>Networked Consumer Behavior</td>
<td>Chapter 12</td>
<td></td>
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<tr>
<td>Week 10</td>
<td>Module 10</td>
<td>Discussion Board/Participation Assign. Podcast: Tony Grech, Nike Simulation: Zuzu's</td>
<td>DB - First post due Wednesday by 11:59pm. Peer responses due Sunday by 11:59pm Quiz 10 – Due Sunday by 11:59pm</td>
</tr>
<tr>
<td>Course Review Present Group Projects</td>
<td>Course Review</td>
<td></td>
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| Finals Week | Final Exam: Covers Chapter 7-12, and all material within Canvas modules from weeks 5-10 | Final Exam - due Friday by 11:59pm |

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