



**Syllabus  
For  
Consumer Behavior**

CONSUMER BEHAVIOR  
FALL 2011  
INDIANA UNIVERSITY SOUTHEAST  
SCHOOL OF BUSINESS  
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### **Required Text**

*Consumer Behavior: Building Marketing Strategy (Custom Edition)*  
ISBN: 978-0-390-22530-6

by Hawkins and Mothersbaugh

Also, follow @MktgMike on Twitter.

### **Required Prerequisites**

To maintain your enrollment in M-405, you must have completed M-301 (Intro to Mktg Mgmt) and maintain at least junior standing.

### **Attendance**

I do not take attendance. It is your responsibility to come to class. A LOT of material will be covered in the lectures that is not in the book. This material will be on the exams. If you miss a class, it is your responsibility to talk with another student to get the information. A missed exam will result in a zero for that exam.

### **Academic Misconduct**

I will be fair with you and expect the same from you. Academic misconduct of any kind will not be tolerated. All class members are expected to follow academic conduct as specified in Indiana University's "Code of Student Rights, Responsibilities, and Conduct."

### **What's In It For You?**

This course in Consumer Behavior will provide you with a better understanding of the motivations, attitudes, feelings, and beliefs that we all hold as consumers. An understanding of this will help you in many ways. You will be a better, more informed consumer; you will be better prepared to market yourself or your business to other consumers; and you will have a more thorough grasp of the underlying concepts for your other Marketing courses. For Marketing and other related business majors, it will serve to integrate much of the other coursework that you will have.

### **Exams**

- Exam 1 — Thursday, Sep 15 (Sects 3-8)
- Exam 2 — Thursday, Oct 13 (Sects 9-15)
- Exam 3 — Thursday, Nov 10 (Sects 16-21)
- Exam 4 — Tuesday, Dec 13 (Comprehensive)

Sixty percent of your final grade will come from the exams. I will take the 3 highest grades and drop the lowest. All exams must be taken at the scheduled time. There are no exceptions. (If you have a conflict due to a university-sanctioned event or religious observation, speak with me as soon as possible.)

The remaining 40% of your grade will come from the semester project, a paper, and in-class participation.

### **Contacting Me**

I have posted office hours but am very happy to help you whenever you need it. If you e-mail me through OnCourse, please check the box that sends the message to my primary e-mail. Those come to my phone and I will answer you as quickly as possible. I rarely check the messages on my office phone, so I have given you my cell number to use when you feel it is necessary.



CONSUMER BEHAVIOR  
M-405  
FALL 2011  
WHERE: CV-206  
WHEN: TUTH 2:45—4:00 PM

**What I expect from you**

It's always good to know what is expected from you upfront. I expect you to:

- ★ read the assigned chapters before coming to class.
- ★ ask questions about anything you don't understand.
- ★ answer questions when I throw them out to the class.
- ★ work together in groups when I assign in-class projects.
- ★ be alert and offer your thoughts when appropriate.
- ★ keep your books open and your attention on me until I dismiss you.
- ★ be in class!

**Grading**

A+ = 98-100    A = 93-97    A- = 90-92  
 B+ = 88-89    B = 83-87    B- = 80-82  
 C+ = 78-79    C = 73-77    C- = 70-72  
 D+ = 68-69    D = 63-67    D = 60-62  
 F = Below 60

Your grade will be determined by the three highest exam grades and the following breakdown:

Top 3 Exams (20% each)	60%
Semester Project	20%
"CB in the News" Paper	10%
Participation	<u>10%</u>
Total	100%

*This grade-weighting system will not be altered for any student. I urge you to be concerned about your grade throughout the term.*

**Project Overview**

Semester Project:

This project is worth twenty percent of your grade and will involve working in teams. It is a real-world consulting project with a client I have selected for us. Each team will work with the client to develop a presentation regarding consumers' attitudes toward that client and will then present that plan to the client at the end of the semester. For those of you who plan to pursue a career in any marketing capacity, this project should provide you very useful experience that you can include on your resume'. We will discuss details in class.

"CB in the News" Paper:

This project is worth ten percent of your grade. You will select a story from a reputable publication and write a discussion of the consumer behavior elements we have discussed in this course. We will discuss this further in class.

Participation:

Ten percent of your grade comes from in-class participation. Your attendance, answering of questions, offering of comments, and project participation are all considered for this grade.

**Anything else?**

Please be on time. It's very distracting when you are not. Also distracting—cell phones, text messaging, MP3 players, and laptops. I don't allow any of them so you should not have any of them accessible during our time together. *The schedule on the following page is tentative. Any changes will be communicated to you via OnCourse e-mail no later than 6pm the day prior to class.*

# Syllabus For Consumer Behavior

## CONSUMER BEHAVIOR

### OTHER STUFF YOU NEED TO KNOW

#### **School of Business Honor Code**

In accordance with the Indiana University Southeast Code of Student Conduct, the School of Business has adopted the following honor code:

“On my honor, I hereby pledge to neither give nor receive instructor- unauthorized aid on this [exam/test/paper].”

The mechanism for enforcement will be the established channels provided through the Office of Student Affairs regarding academic misconduct. The purpose of the honor code is to reinforce for School of Business students the importance that our school places on ethical conduct as well as the increasing emphasis being placed on ethical behavior within the business community.

#### **Assurance of Learning**

School of Business graduates are knowledgeable professionals who are capable decision-makers, effective communicators, and technologically adept. The School of Business at Indiana University Southeast is accredited by the Association to Advance Collegiate Schools of Business (AACSB). Less than 5% of the world's business schools have achieved this elite distinction. To maintain this accreditation and to seek continuous improvement, we assess our program through an assurance of learning plan. As a part of this plan, undergraduate students are evaluated in the following five areas: knowledge of business, decision making, communication, technology and professionalism.

#### **Students with Disabilities:**

Students who have a disability that requires accommodations in the classroom should contact the Office of Disability Services by phone (941-2243)

or email ([mtspring@ius.edu](mailto:mtspring@ius.edu)) early in the semester so that their learning needs may be appropriately met. The student will need to provide documentation of the disability and if further documentation is needed, recommendations can be provided from the Office of Disability Services. Additional information about the Office of Disability Services may be obtained at: <http://www.ius.edu/asc/disabilityservices/>

#### **Religious Holidays:**

Any student who is unable to attend classes or participate in any examination, study, or work requirement on a particular day because of his or her religious beliefs is excused from any such activity. The student will be given the opportunity to make up the work that was missed, provided that the makeup work does not create an unreasonable burden upon Indiana University. Notification to the instructor must be given within the first two weeks of the semester and the appropriate paper work must be completed within the same time frame.

#### **Plagiarism:**

Plagiarism is defined as presenting someone else's work, including the work of other students, as one's own. Any ideas or materials taken from another source for either written or oral use must be fully acknowledged, unless the information is common knowledge. What is considered “common knowledge” may differ from course to course.

- a. A student must not adopt or reproduce ideas, opinions, theories, formulas, graphics, or pictures of another person without acknowledgment.
- b. A student must give credit to the originality of others and acknowledge indebtedness whenever:
  1. Directly quoting another person's actual words, whether oral or written;
  2. Using another person's ideas, opinions, or theories;
  3. Paraphrasing the words, ideas, opinions, or theories of others, whether oral or written;
  4. Borrowing facts, statistics, or illustrative material;
  5. Offering materials assembled or collected by others in the form of projects or collections without acknowledgment. IU Code of Student Rights, Responsibilities, and Conduct (<http://dsa.indiana.edu/Code/index1.html>)

Date	Assignment	Topic
<b>Tu-Aug 30</b>		<b>Introduction to Course and Semester Project</b>
<b>Th-Sep 1</b>	Sections 3 and 4	
<b>Tu-Sep 6</b>	Sections 5 and 6	
<b>Th-Sep 8</b>	Section 7	
<b>Tu-Sep 13</b>	Section 8	
<b>Th-Sep 15</b>	Sections 3 - 8	<b>Exam 1</b>
<b>Tu-Sep 20</b>	Section 9	
<b>Th-Sep 22</b>	Section 10	
<b>Tu-Sep 27</b>	In-class work day	<b>Semester Project Kickoff Meet with client</b>
<b>Th-Sep 29</b>	Sections 11 and 12	
<b>Tu-Oct 4</b>	Section 13	
<b>Th-Oct 6</b>	Section 14	
<b>Tu-Oct 11</b>	Section 15	
<b>Th-Oct 13</b>	Sections 9 - 15	<b>Exam 2</b>
<b>Tu-Oct 18</b>	In-class work day	<b>Semester Project</b>
<b>Th-Oct 20</b>	In-class work day	<b>Semester Project</b>
<b>Tu-Oct 25</b>	Sections 16 and 17	
<b>Thu-Oct 27</b>	Section 18	
<b>Tu-Nov 1</b>	Section 19	
<b>Th-Nov 3</b>	Section 20	
<b>Tu-Nov 8</b>	Section 21	
<b>Th-Nov 10</b>	Sections 16 - 21	<b>Exam 3</b>
<b>Tu-Nov 15</b>	Section 22	
<b>Th-Nov 17</b>	Section 23	
<b>Tu-Nov 22</b>		<b>Thanksgiving Break</b>
<b>Th-Nov 24</b>		<b>Thanksgiving Break</b>
<b>Tu-Nov 29</b>	In-class work day	<b>Semester Project</b>
<b>Th-Dec 1</b>	In-class work day	<b>Semester Project</b>
<b>Tu-Dec 6</b>	Presentations	<b>Semester Project Presentations</b>
<b>Th-Dec 8</b>	TBD	
<b>Tu-Dec 13 2:45 - 4:35</b>	Due to be e-mailed to me by 4:35 pm	<b>Final Exam</b>

**This syllabus is subject to change.  
Any modifications will be communicated in class or via e-mail.**