



# Course Syllabus

## CONSUMER BEHAVIOR MRKG 2372-0001 (10701) Houston Community College – Central Campus

**Information in the syllabus is subject to change by the instructor.**

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**Instructor:** Kimberly Cade Davis  
**Contact Phone Number:** (832) 287-2583  
**Office Phone Number:** (713) 718-6295  
**Email:** kimberly.cade@hccs.edu  
**Office Hours:** By appointment

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**Revised:** May, 2014

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### COURSE DESCRIPTION

A study of buyer motives, reference groups, social class, culture, and family and social interrelationships are examined.

### PREREQUISITES

None

### FREQUENT REQUISITES

- ENGL 0300 or 0347
- GUST 0342 (9th -11th Grade Reading)
- MATH 0306 (Basic Math Pre-Algebra)

### COURSE SEMESTER CREDIT HOURS

Credit Hours = 3.00  
Lecture Hours = 3.00  
Laboratory Hours = 0  
Total course contact hours = 48

### COURSE LENGTH

5 weeks

### CLASS DAY



interpersonal and teamwork skills, and appropriate written and verbal communication skills using the terminology of the occupation and the business/industry.

### LAB REQUIREMENTS

None

### COURSE REQUIREMENTS AND GRADING POLICY

It is the policy of the Dean of Workforce that an Incomplete be given only for extenuating circumstances (i.e., family illness, accident, or an unforeseen event occurring at final exam time). Individual instructors use a variety of grading policies and create tailored course requirement to their courses.

Text readings, online class participation via discussion, homework assignments, exams, a final project are all required. Your final grade for this course is based on the total point system of 100 points as follows:

Four (4) quizzes	60 pts.*
Four (4) homework assignments at 5 pts. each	20 pts.
Semester Project	15 pts.
Online Class Discussions	<u>5 pts.</u>
<b>Total</b>	<b><u>100 pts.</u></b>

**\* The last exam in this course is NOT comprehensive.**

The lowest exam grade will be dropped.

### HCC GRADING SCALE

A = 100- 90	4 points per semester hour
B = 89 - 80:	3 points per semester hour
C = 79 - 70:	2 points per semester hour
D = 69 - 60:	1 point per semester hour
59 and below = F	0 points per semester hour
IP (In Progress)	0 points per semester hour
W(Withdrawn)	0 points per semester hour
I (Incomplete)	0 points per semester hour
AUD (Audit)	0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

## **MATERIALS NEEDED**

- Textbook
- Internet access: Available in HCC computer labs if you do not have access to a computer at home.
- Storage Device (flash drive)
- An active HCC email account

## **COURSE CALENDAR WITH READING ASSIGNMENTS**

Reading assignments are associated with chapters covered on each exam. It is the student's responsibility to review the course syllabus insuring correct chapters are read and studied prior to each exam. Students who do the chapter reading BEFORE coming to class most often perform better than those students who do not.

## **TESTING**

The format of the tests will be multiple choice questions from the chapters preceding the exam. ALL EXAMS IN THIS COURSE ARE ONLINE EXAMS.

## **HOMEWORK**

Four (4) homework assignments are listed on the course schedule. Please take heed of the due dates. LATE ASSIGNMENTS WILL EARN A GRADE OF ZERO (0)

## **FINAL PROJECT**

The final project in the Consumer Behavior course will require students to analyze a product or service and identify the marketing mix for that product or service in relation to the market segment as a demonstration of the student's mastery of this concept.

The final project will be explained in more detail several weeks into the class. The project counts as 15% of your final grade and is required of all students.

## **MAKE-UP POLICY**

Assignments, exams, or project grades cannot be made up. If you miss the due date for an assignment, exam, homework or project you will receive a zero (0) unless the instructor has approved this and only in extenuating circumstances. All assignments, exams and projects will be accepted prior to (early) the due date. **No makeup exams will be given in this course.** THE LOWEST EXAM GRADE WILL BE DROPPED, however, it is important take students make every effort to take each exam when given.

**Consumer Behavior**  
 MRKG 2372-0001 (10701)  
 Houston Community College – Central  
 Summer 2014 (5 Weeks)  
 Instructor: Kimberly Cade Davis

## COURSE CALENDAR

*The instructor reserves the right to make changes to this calendar.*

Wk	Date	Topic	Assignment or Activity
1	Week of July 7-13, 2014 <i>(School starts July 7, 2014)</i>	Chapter 1 What Is CB and Why Should I Care? <hr/> Chapter 2 Value and the Consumer Behavior Value Framework <hr/> Chapter 3 Consumer Learning Starts Here: Perception <hr/> Chapter 4 Comprehension, Memory, and Cognitive Learning	Introductory online class discussion  <b>Homework Assignment #1</b> <i>Eyewear (Chapter 1)</i> due to instructor via Eagle Online by 11:55 p.m. Sunday, July 14, 2014.  <b>Exam 1 (Chapters 1-4)</b> The exam must be completed by 11:55 p.m. on Sunday, July 14, 2014
2	Week of July 14-20, 2014	Chapter 5 Motivations and Emotion: Driving Consumer Behavior <hr/> Chapter 6 Personality, Lifestyles, and the Self-Concept <hr/> Chapter 7 Attitudes and Attitude Change	<b>Homework Assignment #2</b> <i>The Evolution of Beauty (Chapter 6)</i> due to the instructor via Eagle Online by 11:55 p.m. Sunday, July 21, 2014.  <b>Exam 2 (Chapters 5-7)</b> The exam must be completed by 11:55 p.m. on Sunday, July 21, 2014.

3	Week of July 21-27, 2014	Chapter 8 Consumer Culture <hr/> Chapter 9 Micro-cultures <hr/> Chapter 10 Group Influence	<b>Homework Assignment #3</b> <i>The Merchants of Cool; Teen Microculture (Chapter 9)</i> due to the instructor via Eagle Online by 11:55 p.m. Sunday, July 28, 2014.
4	Week of July 28-August 3, 2014	Chapter 11 Consumers in Situations <hr/> Chapter 12 Decision Making I: Need Recognition and Search <hr/> Chapter 13 Decision Making II: Alternative Evaluation and Choice	<b>Homework Assignment #4</b> <i>New Balance, Out of Step? (Chapters 12 &amp; 13)</i> due to the instructor via Eagle Online by 11:55 p.m. Sunday, August 4, 2014.  <b>Exam 3 (Chapters 9-13)</b> The exam must be completed by 11:55 p.m. on Sunday, August 4, 2014.  <b>Consumer Behavior Project Due on Sunday August 4, 2014.</b>
5	Week of August 4-10, 2014	Chapter 14 Consumption to Satisfaction <hr/> Chapter 15 Consumer Relationships <hr/> Chapter 16 Consumer and Marketing Misbehavior	<b>Exam 4 (Chapters 14-16)</b> The exam must be completed by 11:55 p.m. on Thursday, August 7, 2014.
	Sunday, August 10, 2014	END OF SEMESTER	Course wrap-up.