

Course Syllabus

CONSUMER BEHAVIOR

MRKG 2372-0002 CRN 32167

HCC Central

Houston Community College – Central Campus

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Office Hours: In classroom before and after class and by appointment

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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

12 weeks

TYPE OF INSTRUCTION

Distance Education

INSTRUCTIONAL MATERIALS



CB4

4th Edition

Barry J. Babin; Eric Harris

Textbook ISBN-10: 1-111-82177-1

Textbook ISBN-13: 978-1-111-82177-7

YOU ONLY NEED TO PURCHASE THE BOOK. YOU ARE NOT REQUIRED TO PURCHASE THE ONLINE RESOURCES. YOUR INSTRUCTOR WILL PROVIDE ACCESS TO SUPPLEMENTAL MATERIALS VIA EAGLE ONLINE.

Rental textbooks are a less expensive alternative and are available through HCC's bookstore or from outside online sources. Many students have been pleased with this option.

HCC offers textbook rental! See the page at the back of the syllabus.

ACADEMIC DISCIPLINE/CTE PROGRAM LEARNING OUTCOMES

1. Outline a marketing plan.
2. Identify the marketing mix components in relation to market segmentation.
3. Explain the environmental factors which influence consumer and organizational decision-making process.
4. Identify the elements of the communication process between buyers and sellers in business.
5. Utilize marketing research techniques to implement competitive marketing decisions.

COURSE STUDENT LEARNING OUTCOMES (SLO) 3

As outlined in the learning plan, Apply the theory, concepts, and skills involving specialized materials, tools, equipment, procedures, regulations, laws, and interactions within and among political, economic, environmental, social, and legal systems associated with the occupation and the business/industry and will demonstrate legal and ethical behavior, safety practices, 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) exams	60 pts.*
Four (4) homework assignments at 5 pts. each	20 pts.
Semester Project	15 pts.
Online Class Discussion	5 pts.
Total	100 pts.

*** 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
- Folder or binder in which to keep assignments and projects
- 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.