



**Business Center of Excellence
Marketing/Marketing Management Department**

<https://www.hccs.edu/programs/areas-of-study/business/marketing--marketing-management/>

MRKG 2372: Consumer Behavior | #12481

Summer II 2020 | 5 Weeks (7.13.2020 to 8.16.20)

Online | 3 Credit Hours | 48 hours per semester

Instructor Contact Information

Instructor:	Kimberly Cade	Office Phone:	713-718-2993
Office:	BSCC 310	Office Hours:	By Appointment
HCC Email:	kimberly.cade@hccs.edu	Office Location:	Central Campus

Please feel free to contact me concerning any problems that you are experiencing in this course. You do not need to wait until you have received a poor grade before asking for my assistance. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics.

Instructor's Preferred Method of Contact

Please feel free to contact me concerning any problems that you are experiencing in this course. You do not need to wait until you have received a poor grade before asking for my assistance. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics. I can be reached by email (best) at kimberly.cade@hccs.edu; at the office: Central Campus – BSCC 310; or by phone (713) 718-2993.

You may also contact the Marketing Department personnel listed below:

Program Coordinator: Kimberly Cade, kimberly.cade@hccs.edu, 713-718-2993

Division Chair: Ken Hernandez, kenneth.hernandez@hccs.edu, 713-718-2468
Division Admin Assistant: Lyssa Wilson, melissa.wilson3@hccs.edu, 713-718-5125

What's Exciting About This Course

What makes Consumer Behavior an interesting course is that business owners seek to know WHY consumers buy what they buy. In this course we get to understand the perceptions, attitudes, cultures, lifestyles which help business owners understand how to market their products in a way that gets them sold.

My Personal Welcome

Welcome to Consumer Behavior! — I look forward to working with each of you this semester. I will make all the resources available of which I am aware to help you to have a positive experience in this course this semester.

I wish each of you much success during the semester!

Prerequisites and/or Co-Requisites

MRKG 2372 requires completion of MRKG 1311 along with placement into GUST 0342 in reading, ENGL 0300 or 0347 in writing and MATH 0306 in math. If you have enrolled in this course having satisfied these prerequisites, you have a higher chance of success than students who have not done so. Please carefully read and consider the repeater policy in the [HCCS Student Handbook](#).

Canvas Learning Management System

This section of MRKG 2372 will use [Canvas](https://eagleonline.hccs.edu) (<https://eagleonline.hccs.edu>) to supplement in-class assignments, exams, and activities. **This course will be delivered using the online format (100% online)**. You will need to have access to the Internet, an e-mail address (the HCC student address), and a graphical web-browser to take this course. Please read the following carefully, as it will address common concerns and questions. It may even determine whether you decide to stay enrolled in this course.

Online Course

The course will be taught in the Eagle Online (Canvas) educational platform which is why the course is considered 'online'. I recommend that you check your email daily for updates, messages, discussion board posts, grade updates etc.

Class Day

Our class will meet in person once a week on **Wednesdays**. The remainder of the course work, including the homework, exams and final semester project will be completed online in the CANVAS learning system.

Weekly Reading Assignments

Each week you will be required to read several chapters from the textbook to gain the content of the course and learn the foundations of the discipline of marketing. That said, a textbook is required in this course. See the COURSE CALENDAR in the syllabus for the weekly reading assignments. In addition to the textbook I have also made available the PowerPoint slides and videos which I use in the in-person classes to serve as a visual reinforcement of the course material.

Homework and Exams

During the semester you must complete four (4) homework assignments, four (4) exams both covering course content material, class discussions and a semester project which takes the place of a comprehensive final exam. If you miss an assignment or exam, work very hard to earn the maximum number of points on all subsequent activities.

Extra credit is not available in this course, however I will drop the lowest exam and homework grades (only one of each). I encourage students to take ALL exams, complete ALL homework assignments, and participate in ALL class discussions. Your final grade is based on a weighted average so missing even one homework assignment can adversely affect your final grade.

Homework is an important part of this course. It serves to reinforce the major concepts taught in the course. Students who have decided NOT to do the homework and simply focus on exams and the final project have found their final score to have dropped an entire letter grade by NOT doing homework. Please do your best not to get behind on your assignments.

Exams	60%
Homework Assignments	20%
Online Class Discussions	5%
Final Project	<u>15%</u>
Total	<u>100%</u>

** The last exam in this course is NOT comprehensive. You will complete a final project instead of a final exam. The lowest exam grade will be dropped.*

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.

Semester Project

The semester project involves your creating a consumer behavior analysis. This project will demonstrate your knowledge of the marketing concepts taught in this course. The semester project counts as the final exam for the Consumer Behavior course and is worth 15% of your final grade!

HCCS Open Lab locations may be used to access the Internet and Canvas. You may also inquire at any HCC library regarding the loan of a tablet computer for your coursework. **USE [FIREFOX](#) OR [CHROME](#) AS THE INTERNET BROWSER.**

HCC Online Information and Policies

Here is the link to information about HCC Online classes including the required Online Orientation for all fully online classes: <http://www.hccs.edu/online/>

Scoring Rubrics, Sample Assignments, etc.

Look in Canvas for the scoring rubrics for assignments, samples of class assignments, and other information to assist you in the course. <https://eagleonline.hccs.edu/login/ldap>

Instructional Materials

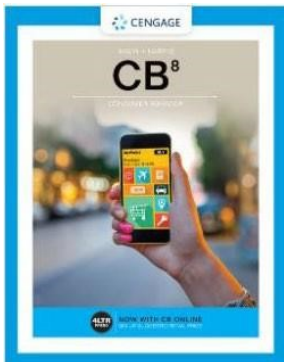
Textbook Information

The textbook listed below is **required** for this course.

"CB" (8th Edition) by Babin/Harris (Cengage) ISBN: 978-1-305-57724-4

The book is included in a package that contains the text as well as an access code and are found at the HCC Bookstore.

You do not need to activate the marketing course mate printed access card.



Please note that we request textbooks from the bookstore, which is operated by Barnes & Noble Bookstores and not by Houston Community College. If you do not order/buy your books before classes begin, you may have difficulty obtaining a copy of the textbook. It is in your best interest to purchase your books **BEFORE** classes begin. You may also purchase your books from another textbook retailer. This textbook has been used in the past so there should be no problem finding a used copy if you prefer.

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.

Other Instructional Resources

Tutoring

HCC provides free, confidential, and convenient academic support, including writing critiques, to HCC students in an online environment and on campus. Tutoring is provided by HCC personnel in order to ensure that it is contextual and appropriate. Visit the [HCC Tutoring Services](#) website for services provided.

Libraries

The HCC Library System consists of 9 libraries and 6 Electronic Resource Centers (ERCs) that are inviting places to study and collaborate on projects. Librarians are available both at the libraries and online to show you how to locate and use the resources you need. The libraries maintain a large selection of electronic resources as well as collections of books, magazines, newspapers, and audiovisual materials. The portal to all libraries' resources and services is the HCCS library web page at <http://library.hccs.edu>.

Supplementary Instruction

Supplemental Instruction is an academic enrichment and support program that uses peer-assisted study sessions to improve student retention and success in historically difficult courses. Peer Support is provided by students who have already succeeded in completion of the specified course, and who earned a grade of A or B. Find details at <http://www.hccs.edu/resources-for/current-students/supplemental-instruction/>.

Course Overview

MRKG 2372 is a study of buyer motives, reference groups, social class, culture, and family and social interrelationships are examined.

Secretary's Commission Addressing Necessary Skills (SCANS)

The Secretary's Commission on Achieving Necessary Skills (SCANS) was appointed by the U.S. Secretary of Labor to determine the skills that U. S. employers want most in entry-level employees. The commission identified seven skills, (motivation to learn, basic skills, communication, teamwork, critical thinking, career development and leadership). These workplace competencies and foundation skills have been designed into this course and into the curriculum for each program of study.

Program Student Learning Outcomes (PSLOs)

Can be found at:

<https://www.hccs.edu/programs/areas-of-study/business/marketing--marketing-management/>

Course Student Learning Outcomes (CSLOs)

The student will be able to:

1. Apply the theory, concepts, and skills involving marketing regulations, laws, and interactions within and among political, economic, environmental, social, and legal systems as they relate to Consumer Behavior and industry.
2. Demonstrate legal and ethical behavior, safety practices, interpersonal and teamwork skills
3. Demonstrate appropriate written and verbal communication skills using the terminology of marketing and industry.

Learning Objectives

Learning Objectives for each CSLO can be found at [HCC Learning Web for Marketing](#)

Student Success

Expect to spend at least twice as many hours per week studying the course content as you would during a regular 16 week semester. Summer courses are not abbreviated or 'easier' than the regular term. Students are required to do the same amount of work over a shorter period of time. Allow sufficient time for written assignments. Successful completion of this course requires a combination of the following:

- Reading the textbook
- Attending class in person and/or online
- Completing assignments
- Participating in class activities

There is no short cut for success in this course; it requires reading (and probably re-reading) and studying the material using the course objectives as a guide.

Instructor and Student Responsibilities

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived□
- Facilitate an effective learning environment through learner-centered instructional techniques□
- Provide a description of any special projects or assignments□
- Inform students of policies such as attendance, withdrawal, tardiness, and making up assignments□
- Provide the course outline and class calendar that will include a description of any special projects or assignments□
- Arrange to meet with individual students before and after class as required□

As a student, it is your responsibility to:

- Attend class in person and/or online□
- Participate actively by reviewing course material, interacting with classmates, and responding promptly in your communication with me□
- Read and comprehend the textbook□
- Complete the required assignments and exams□
- Ask for help when there is a question or problem□
- Keep copies of all paperwork, including this syllabus, handouts, and all assignments□
- Attain a raw score of at least 50% on the final exam□
- Be aware of and comply with academic honesty policies in the HCCS Student Handbook□

Assignments, Exams, and Activities

Written Assignment – Final Semester 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.

Exams

Exams in the course will be part of the assessment of your progress and mastery of the material. The lowest exam score will be dropped in the calculation of the student's final grade. **NO MAKE-UP QUIZZES WILL BE GIVEN UNDER ANY CIRCUMSTANCES.** In the event a student fails to take an exam, the zero earned will be deducted as the lowest grade.

- The format of the tests will be 40-50 multiple choice questions.□
- All exams in the course will be given online in Canvas.□
- Students will be allowed 90 minutes to complete the exam.□

Homework Activities

Four (4) homework assignments are listed on the course schedule. Please take heed of the due dates. I drop the lowest homework score. Late assignments will earn a grade of zero (0).

Grading Formula

Your grade in the Consumer Behavior course will be calculated as follows:

Exams	60%
Homework Activities	20%
Class participation and attendance	5%
Semester Project	<u>15%</u>
Total	<u>100%</u>

Grade	Total Points
A	100 – 90
B	89 – 80

C	79 – 70
D	69 – 60
F	59 and below

Incomplete Policy:

In order to receive a grade of Incomplete ("I"), a student must have completed at least 50% of the work in the course. In all cases, the instructor reserves the right to decline a student's request to receive a grade of Incomplete.

HCC Grading Scale can be found on this site under Academic Information:
<http://www.hccs.edu/resources-for/current-students/student-handbook/>

Course Calendar

Week	Dates	Topic / Assignments Due
1	Week of July 13th	<p>READ</p> <ul style="list-style-type: none"> ▪ Chapter 1 - What Is CB and Why Should I Care? ▪ Chapter 2 - Value and the Consumer Behavior Value Framework ▪ Chapter 3 - Consumer Learning Starts Here: Perception ▪ Class should review the syllabus and mandatory class introduction. ▪ Review the SEMESTER PROJECT details during the first week of class. <p>Assignment #1 ONLINE CLASS DISCUSSION - MANDATORY – Join the class discussion; Three (3) ways I have been impacted by COVID 19 (so far). (Must be completed by July 15th, 2020)</p> <p>QUIZ 1 (Chapters 1-3) Deadline: 11:55 p.m. on Wednesday, July 16, 2020</p> <p><i>July 16, 2020 - Summer 2020 2nd 5-Wk: Official Day of Record</i> <i>July 17, 2020 - Summer 2020 2nd 5-Wk: Last Day for 70% refund.</i></p>
2	Week of July 20th	<ul style="list-style-type: none"> ▪ Chapter 4 - Comprehension, Memory, and Cognitive Learning ▪ Chapter 5 - Motivations and Emotion: Driving Consumer Behavior ▪ Chapter 6 - Personality, Lifestyles, and the Self- Concept <p>Assignment #2 Deadline: Wednesday, July 22, 2020 -This Train Window Whispers Ads That Only You Can Hear. (Read the article, view the video, answer the questions in CANVAS)</p> <p>QUIZ 2 (Chapters 4-6) Deadline: 11:55 p.m. on Wednesday, July 22, 2020.</p> <p><i>July 20 - Summer 2020 2nd 5-Wk: Last Day for 25% refund</i> <i>July 21 - Summer 2020 10-Wk: Last day to withdraw</i></p>
3	Week of July 27th	<p>READ</p> <ul style="list-style-type: none"> ▪ Chapter 7 - Attitudes and Attitude Change ▪ Chapter 8 - Consumer Culture ▪ Chapter 9 - Micro-cultures <p>Assignment #3 Deadline: Wednesday, July 29, 2020 – Post-pandemic consumer attitudes, behaviors and purchasing habits. (Read the article, view the video, answer the questions in CANVAS)</p>

Week	Dates	Topic / Assignments Due
		<p>QUIZ 3 (Chapters 7-9) Deadline: 11:55 p.m. on Wednesday, July 29, 2020.</p>
4	Week of August 3rd	<p>READ</p> <ul style="list-style-type: none"> ▪ Chapter 10 - Group Influence ▪ Chapter 11 - Consumers in Situations ▪ Chapter 12 - Decision Making I: Need Recognition and Search <p>Assignment #4 Deadline: Wednesday, August 5, 2020 Consumer confidence pays off Case 4-3 Chapter 12 pgs. 284-285 in the textbook. Answer questions 1-5.</p> <p>QUIZ 3 (Chapters 10-12) Deadline: 11:55 p.m. on Wednesday, August 5, 2020.</p> <p><i>August 3 - Summer 2020 2nd 5-Wk: Last day to withdraw</i></p>
5	Week of August 10th	<p>READ</p> <ul style="list-style-type: none"> ▪ Chapter 13 - Decision Making II: Alternative Evaluation and Choice ▪ Chapter 14 - Consumption to Satisfaction ▪ Chapter 15 - Consumer Relationships ▪ Chapter 16 - Consumer and Marketing Misbehavior <p>QUIZ 4 (Chapters 13-15) Deadline: 11:55 p.m. on Wednesday, August 12, 2020.</p> <p>SEMESTER PROJECT REMINDER: The Consumer Behavior Project is due on Wednesday, August 12, 2020.</p> <p><i>August 11 - Summer 2020 2nd 5-Wk: Last day of instruction</i></p>
	August 16th	<p>Summer 2020 2nd 5-Week Semester Ends</p> <p>Semester Wrap up by the professor</p>

Syllabus Modifications

The instructor reserves the right to modify the syllabus at any time during the semester and will promptly notify students in writing, typically by e-mail, of any such changes.

Instructor's Practices and Procedures

Missed Assignments

Assignments, exams, or project grades cannot be made up. If you miss the due date for an exam or homework assignment, you will receive a zero (0) unless the instructor has approved this and only in extenuating circumstances. The student must provide proof of that extenuating circumstance.

All assignments, exams and projects will be accepted prior to (early) the due date. No work will be accepted late. No makeup exams will be given in this course. The lowest exam grade and lowest homework grade will be dropped, however, it is important that students make every effort to take each exam on a timely basis and turn in every homework assignment.

Academic Integrity

I expect each of you to demonstrate your best efforts in the course. I expect you to do your own work. Acts of academic dishonesty such as cheating including:

- Plagiarism;
- Copying from another student's test or class work;
- Using materials during the exam that are not authorized by the professor;
- Collaborating with another student to take the exam.

Scholastic Dishonesty will result in a referral to the Dean of Student Services. See the link below for details.

Here's the link to the HCC information about academic integrity (Scholastic Dishonesty and Violation of Academic Scholastic Dishonesty and Grievance):

<http://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>

Attendance Procedures

The Consumer Behavior class meets once a week on Wednesdays. This an online instructional course format which means that the entire class is presented in a online format in the CANVAS learning management system.

If at any time during the semester you decide you cannot complete the course, you should officially drop/withdraw yourself from the course. This is your responsibility and not that of

your instructor. Student are automatically dropped for never having attending by the Official Date of Record/Approve Roster date. HCC will drop that student due to non-attendance. You must attend the first day of class and to log on to online classes on the first day of class. THIS IS A STATE OF TEXAS POLICY. It is not Professor Cade's, the Marketing department, or Houston Community College created policy.

Student Conduct

Meaningful and constructive exchange of opinions and ideas is encouraged in this class both in person and online and requires a degree of mutual respect, willingness to listen, and tolerance of opposing points of view. Respect for individual differences and alternative viewpoints will be maintained at all times in this class.

Student's words and language should be civil and decent. Every student is entitled to full participation in class without interruption. That being said, all students are expected to come to class prepared and on time, and remain for the full class period.

Repetitive and seriously disruptive behavior, such as fighting, using profanity, personal or physical threats or insults, damaging property, may result in your removal from class in accordance with policies and procedures outlined in the HCC Student Handbook and Student Code of Conduct.

Instructor's Course-Specific Information (As Needed)

METHOD OF COMMUNICATION

Each student is assigned an HCC email address. This is the address I expect you to use throughout the semester. I will communicate with you via email using that address. Students should check your email to assure that your account is active. You will want to check it often throughout your enrollment to keep up on important course and HCC information. There are many technical reasons for this email policy. Please manage your Eagle Online-Canvas and campus mailboxes to ensure they do not become full.

I expect students to communicate through CANVAS email system rather than the HCC system email. I get lots of email every day and student emails might get lost or overlooked in the standard HCC email environment. I will not encourage the behavior by answering email in the HCC system environment.

ASSIGNMENT GRADES

Assignment results will be available to students as follows:

- Homework will be graded within one week of submission.
- Exams will be graded immediately following submission.
- The semester project will be graded within one week of submission.

FIREFOX or GOOGLE CHROME are the recommended browsers for the course.

CAMPUS LIFE - You have the opportunity to enhance your personal and intellectual growth by participating in a variety of activities. Those activities can be located in the Student Handbook or through the HCCS.

INCLEMENT WEATHER - HCC rarely closes. If extreme weather conditions or emergency situations arise, HCC always gives cancellation notices to radio and television stations. You will also be contacted directly via the school's callout system. This information is also posted on the HCC website (www.hccs.edu).

Marketing Program Information

It is strongly recommended that students of this course ensure that their major is listed as Marketing and that you notify the school of which certificate or degree plan you are following.

This program includes a Co-Op class, MRKG 2380. Students must complete 30 semester credit hours for the AAS degree or 15 semester credit hours in the Certificate before enrolling in this course. Once you have met the requirements, you will contact the Division Chair's office at 713-718-5125 to get the permission code to enroll in this class. Please note that the Co-Op course requires you to have a position in the Marketing industry, paid or volunteer. MRKG 2380 requires that you must work a minimum of 20 hours per week in a marketing related field.

HCC Policies

Here's the link to the HCC Student Handbook <http://www.hccs.edu/resources-for/current-students/student-handbook/> In it you will find information about the following:

- Academic Information
- Academic Support
- Attendance, Repeating Courses, and Withdrawal
- Career Planning and Job Search
- Childcare
- disAbility Support Services
- Electronic Devices
- Equal Educational Opportunity
- Financial Aid TV (FATV)
- General Student Complaints
- Grade of FX
- Incomplete Grades

- International Student Services
- Health Awareness
- Libraries/Bookstore
- Police Services & Campus Safety
- Student Life at HCC
- Student Rights and Responsibilities
- Student Services
- Testing
- Transfer Planning
- Veteran Services

EGLS³

The EGLS³ ([Evaluation for Greater Learning Student Survey System](#)) will be available for most courses near the end of the term until finals start. This brief survey will give invaluable information to your faculty about their teaching. Results are anonymous and will be available to faculty and division chairs after the end of the term. EGLS³ surveys are only available for the Fall and Spring semesters. EGLS³ surveys are not offered during the Summer semester due to logistical constraints. <http://www.hccs.edu/resources-for/current-students/ecls3-evaluate-your-professors/>

Campus Carry Link

Here's the link to the HCC information about Campus Carry:
<http://www.hccs.edu/departments/police/campus-carry/>

HCC Email Policy

When communicating via email, HCC requires students to communicate only through the HCC email system to protect your privacy. If you have not activated your HCC student email account, you can go [to HCC Eagle ID](#) and activate it now. You may also use Canvas Inbox to communicate.

Housing and Food Assistance for Students

Any student who faces challenges securing their foods or housing and believes this may affect their performance in the course is urged to contact the Dean of Students at their college for support. Furthermore, please notify the professor if you are comfortable in doing so.

This will enable HCC to provide any resources that HCC may possess.

HCC COVID-19 Response

Houston Community College is monitoring the coronavirus (COVID-19) situation carefully and is taking proactive and prudent measures to ensure the health and safety of students and staff in accordance with the guidance provided by the Centers for Disease Control and Prevention (CDC), as well as local authorities. For more information, visit the HCC COVID-19 Resources Page: <https://www.hccs.edu/resources-for/current-students/communicable-diseases/>

Office of Institutional Equity

Use the link below to access the HCC Office of Institutional Equity, Inclusion, and Engagement (<http://www.hccs.edu/departments/institutional-equity/>)

disAbility Services

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including long and short term conditions, mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to <http://www.hccs.edu/support-services/disability-services/>

Title IX

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross
Director EEO/Compliance
Office of Institutional Equity & Diversity

3100 Main
(713) 718-8271
Houston, TX 77266-7517 or Institutional.Equity@hccs.edu
<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/>

Office of the Dean of Students

Contact the office of the Dean of Students to seek assistance in determining the correct complaint procedure to follow or to identify the appropriate academic dean or supervisor for informal resolution of complaints.

<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-complaints/speak-with-the-dean-of-students/>

Department Chair Contact Information

Division Chair: Kenneth Hernandez, kenneth.hernandez@hccs.edu, 713-718-2468
Division Admin Assistant: Lyssa Wilson, melissa.wilson3@hccs.edu, 713-718-5125