



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

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

MRKG 2372: Consumer Behavior | #16888

Spring 2021 | 12 Weeks (2.16.2021-5.16.2021)

Online Anytime | Eagle Online - Canvas

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!

nextLearning - Fall 2020 Modalities

This semester, there are three modalities for HCC courses: Online Anytime, Online on a Schedule, and Flex Campus.

1. **Online Anytime** classes are traditional online courses; coursework is online, and there are no meetings at specific times.
2. **Online on a Schedule** classes are online courses with traditional meeting components; coursework is online, and there are specific times to log in for scheduled class meetings.
3. **Flex Campus** are in-person classes; coursework is online, and students have the choice to come to campus or to participate online during scheduled class meetings.

This section of MRKG 2372 is taught in the Online Anytime modality which simply means our class does not physically meet. Your assignments should be completed outside class such as reading, homework, the semester project and any other assignments as deemed necessary by the professor for instruction and learning.

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, quizzes, and activities. 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 Anytime Course – 100% Online

The course will be taught 100% online which is why the course is considered 'online anytime'. I recommend that you check your email daily for updates, messages, discussion board posts, grade updates etc.

Class Day

Our class will not meet in person this semester. The course work, including the homework, quizzes and final semester project will be completed online in the CANVAS learning system and will be due

on Thursdays. Thursdays will be considered out **"class day"** or day that assignments are due.

Weekly Reading Assignments

Each week you will be required to read one or two 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 Quizzes

During the semester you must complete homework assignments, quizzes both covering course content material, class discussions and a semester project which takes the place of a comprehensive final quiz. If you miss an assignment or quiz, 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 quiz and homework grades (only one of each). I encourage students to take ALL quizzes, 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 quizzes 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.

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

** The last quiz in this course is NOT comprehensive. You will complete a final project instead of a final quiz. The lowest quiz 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 quiz 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.

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.

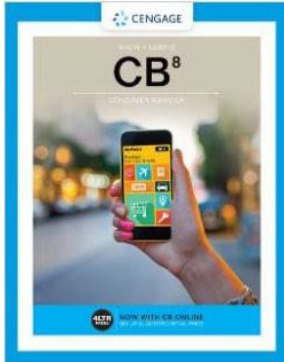
Look in Canvas for the scoring rubrics for assignments, samples of class assignments, and other information to assist you in the course. <https://eagleonline.hccs.edu/login/ldap>

Instructional Materials

Textbook Information

Great news! Your electronic textbook (eBook) is included in the cost of the course.

The textbook **required** for this course is



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

This semester we will use Cengage's First Day/Inclusive Access program. This is part of our ongoing efforts to increase completion, retention and success rates for our students. With the First Day/Inclusive Access program, the cost of course materials are included with registration costs.

Course materials are delivered to the students via the Eagle Online Learning Management System (LMS) so students are ready to begin their studies from day one.

Students do have the ability to opt out of the First Day/Inclusive Access program and can purchase or rent if you prefer a hard copy textbook. To Opt Out the student needs to click on the First Day Inclusive Access button. There is an 'opt out' option listed there.

Publisher's Course site: <http://www.cengagebrain.com>

Reference the "how to" guide for eBook access which is posted on the course page and was emailed to students prior to the start of class.

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:

4. 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.
5. Demonstrate legal and ethical behavior, safety practices, interpersonal and teamwork skills
6. 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 outside of class as you do in class studying the course content. Additional time will be required for written assignments. The assignments provided will help you use your study hours wisely. 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 quizzes
- 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 quiz
- Be aware of and comply with academic honesty policies in the [HCCS Student Handbook](#)

Assignments, Quizzes, 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.

Quizzes

Quizzes in the course will be part of the assessment of your progress and mastery of the material. The lowest quiz 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 a quiz, the zero earned will be deducted as the lowest grade.

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

Homework Activities

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:

Quizzes	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	Topics / Assignments Due
1	Week of February 15th	<p>President's Day Holiday – Monday, February 15, 2021. All HCC offices are closed. Classes are cancelled.</p> <p>Introduction to the class.</p> <p>Class will review the syllabus, course introduction and introductions of the class members.</p> <p>Chapter 1 What Is CB and Why Should I Care?</p> <p>Read: Chapter 1</p>
2	Week of February 22nd	<p>Chapter 2 Value and the Consumer Behavior Value Framework</p> <p>Syllabus Quiz & Introduction: Deadline: February 18th, 11:55 p.m.</p> <p>Important Date: Spring 2021 2nd Start: Official Day of Record</p>
3	Week of March 1st	<p>Chapter 3 Consumer Learning Starts Here: Perception</p> <p>Chapter 4 Comprehension, Memory, and Cognitive Learning</p> <p>Quiz – Chapters 2-4; Deadline 11:55 p.m. March 4th in Canvas.</p> <p>IMPORTANT DATES: March 1 - Spring 2021 2nd Start: Last Day for 70% refund March 4- Spring 2021 2nd Start: Last Day for 25% refund</p>
4	Week of March 8th	<p>Chapter 5 Motivation and Emotion: Driving Consumer Behavior.</p> <p>Chapter 6 Personality, Lifestyles, and the Self-Concept</p> <p>Quiz - (Chapters 5-6); Deadline: 11:55 p.m. March 25th in Canvas.</p>
	Week of March 15th	<p>IMPORTANT DATES: SPRING BREAK – March 15-19, 2021</p>
5	Week of March 22nd	<p>Chapter 7 Attitudes and Attitude Change</p> <p>Chapter 8 Group and Interpersonal Influence</p> <p>Homework Assignment: Influence - Deadline: March 25th</p>

6	Week of March 29th	<p>Chapter 9 Consumer Culture</p> <p>Quiz - (Chapters 7-9). Deadline: 11:55 p.m. April 1st in Canvas.</p>
7	Week of April 5th	<p>Chapter 10 Micro cultures</p> <p>Homework Assignment: Microcultures; April 8th in Canvas</p>
8	Week of April 12th	<p>Chapter 11 Consumers in Situations</p> <p>Homework Assignment: Chapter 11 Deadline: 11:55 p.m. April 15th in Canvas</p>
9	Week of April 19th	<p>Chapter 12 Decision Making I: Need Recognition and Search.</p> <p>Chapter 13 Decision Making II: Alternative Evaluation and Choice.</p> <p>Quiz-Chapters 12-13; Deadline: 11:55 p.m. April 22nd in Canvas</p> <p>IMPORTANT DATE: April 15 - Spring 2021 2nd Start: Last Day to withdraw</p>
10	Week of April 26th	<p>Chapter 14 Consumption to Satisfaction.</p> <p>SEMESTER PROJECT DUE IN CANVAS: 11:55 P.M. APRIL 29, 2021.</p>
11	Week of May 3rd	<p>Chapter 15 Beyond Consumer Relationships.</p> <p>Chapter 16 Consumer and Marketing Misbehavior.</p> <p>NO HOMEWORK DUE THIS WEEK.</p>
12	Week of May 10th	<p>Quiz: Chapter 14-16; Deadline: 11:55 p.m. May 6th in Canvas</p>
		<p>IMPORTANT DATES May 9 - Spring 2021 2nd Start: Last Day of instruction May 16 - Spring 2021 2nd Start: Semester Ends</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, quizzes, or project grades cannot be made up. If you miss the due date for a quiz 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, quizzes and projects will be accepted prior to (early) the due date. No work will be accepted late. No makeup quizzes will be given in this course. The lowest quiz grade and lowest homework will be dropped, however, it is important take students make every effort to take each quiz 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 quiz that are not authorized by the professor;
- Collaborating with another student to take the quiz.

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 is a 100% online course. Your completion of the syllabus quiz serves as your "attendance" for the online class.

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 e-mail 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. Quizzes 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.

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/egls3-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.

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

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