

MARKETING 3323, CONSUMER BEHAVIOR

Fall 2008

PROFESSOR JOHN MOWEN

Office: Business 323

Phone: 744-5112

Office Hours: Tuesday and Thursday: 10:30 – 11:15; Wednesday: 1:30 – 2:15

Required Textbook: *Consumer Behavior: A Framework*, by John C. Mowen and Michael Minor

COURSE DESCRIPTION AND OBJECTIVES:

Consumer behavior is the course within the marketing curriculum that most directly applies concepts, principles, and theories from the various social sciences to the study of the factors that influence the acquisition, consumption, and disposition of products, services, and ideas. Knowledge of consumer behavior principles is becoming increasingly important for the marketing manager and the public policy maker. Quite simply, in order to make good decisions the manager must have an understanding of how consumers are likely to respond to the actions of the firm or the government. In addition, an understanding of the factors that influence consumers may assist an individual in understanding his or her own buying patterns. The principles from a number of disciplines are used to describe and explain consumer behavior, including economics, psychology, social psychology, sociology, and anthropology. The course is demanding, but I think students will find that it can help them not only in their marketing careers, but also in their personal lives.

INTERNET ISSUES:

The PowerPoint slides on which the lectures are based can be found at www.consumerbehavior.net. These materials will not replace the book, however. You must buy and read the book in order to do well in the course.

COURSE POLICIES:

The class will consist primarily of the instructor lecturing. In addition, I will try to facilitate class discussion. Students are encouraged to ask questions and develop “why” questions. Students need to come to class having read the chapter. Students are encouraged to relate the course material to their own buying experiences and discuss these in class.

Grading: The course will consist of three tests and a comprehensive final examination. Students may drop the lowest grade among the four tests. Thus, the course will have a total of 300 points, as follows:

- Test 1 - 100 points
- Test 2 - 100 points
- Test 3 - 100 points
- Final Test - 100 points

Extra credit assignments may be given. In addition, students will be given the opportunity to sign up to act as respondents in academic research for which extra credit will be given.

Academic Misconduct: University policies for drop and add will be followed. Cheating on tests or plagiarism on papers will not be tolerated. Students are expected to arrive for class on time and to have read the chapters. I am seeking to create a higher-than-average standard of excellence in the class, and I hope you will cooperate.

**COURSE SYLLABUS
CONSUMER BEHAVIOR
MARKETING 3323, Fall 2008**

| | | |
|------------|---------------------------------|---|
| August | 19 | Course introduction, overview of the field of consumer behavior |
| | 21 | Chapter 1 |
| | 26 | Chapter 2 |
| | 28 | Chapter 3 |
| September | 2 | Chapter 3 continued |
| | 4 | Chapter 4 |
| | 9 | Chapter 4 continued |
| | 11 | Chapter 5 |
| | 16 | Catch-Up |
| | 18 | Test 1 |
| | 23 | Chapter 6 |
| | 25 | Chapter 7 |
| | 30 | Chapter 7 continued |
| October | 2 | Chapter 8 |
| | 7 | Chapter 8 continued |
| | 9 | Chapter 9 |
| | 14 | Chapter 9 continued |
| | 16 | Chapter 10 |
| | 21 | Catch-Up |
| | 23 | Test 2 |
| | 28 | Chapter 11 |
| | 30 | Chapter 12 |
| November | 4 | Chapter 13 |
| | 6 | Chapter 13 continued |
| | 11 | Chapter 14 |
| | 13 | Chapter 14 continued |
| | 18 | Chapter 15 |
| | 20 | Chapter 16 |
| | 25 | Catch-Up |
| | 27 | Test 3 |
| December | 2 | Hand back test, Final Exam discussion |
| | 4 | No class, Dr. Mowen will be in his office |
| Final Exam | Tuesday, December 9, 10:00 a.m. | |