MASTER SYLLABUS

Course Number & title: Consumer Behavior, BUS 326

Department(s): Marketing, Psychology

Credit hours: 3

Prerequisites: PSYC 101

Fees and charges:
(This section provides the rationale for any fee attached to the class.)

Effective catalog date for this master syllabus: 2006-2007

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- To conceptualize and apply the theories of consumer behavior to the sales and marketing functions as they relate to the sales and organizational objectives, the marketing mix and the sales and marketing plan. Development of listening skills; as individual and organizational success depends upon understanding customers, other employees, partners, suppliers, regulators and other stakeholders.
- Enhancement of critical thinking, problem solving, and communication through written and oral presentation.
- Understand the critical importance of ethics, including the competencies of Integrity and Accountability in business and personal life.

4. Student assessment criteria:

(This section provides general information on how the students will be evaluated on the extent to which they attain the student learning objectives.)

5. Additional information (optional):

Course Materials:

1. "Consumer Behavior – Buying, Having, and Being" by Michael R. Solomon, Pearson Prentice Hall 6th Edition, ISBN 0-13-140406-7
2. Website for text, www.prenhall.com/solomon
3. A 15-week subscription to the Wall Street Journal is required. Instructor will have special student subscription rate of $19.95 available for sign up on January 12, 2006. Full access to www.wsj.com is included with the $19.95 student rate. The WSJ will be used as a resource for "real-time/life" examples and research as well as sample advertisements and discussion.

Requirements & Assignments:

- Chapter readings as assigned for each session (course outline below)
- Class participation & attendance is an essential part of the process of learning. Learning depends heavily on active participation. The quality of participation, as reflected in careful reading of the assigned chapters, thoughtful reflection, and clear and concise comments is critical to this class. It is extremely important to build on each other's comments, which requires attentive listening. You are expected to be prepared and actively involved in every class

Wall Street Journal Article Reviews:

Each student will be required to give a 5-minute overview of a Wall Street Journal article as it is related to Consumer Behavior. Grading will be based on organization, article's relevance to Consumer Behavior and student's thoughts regarding the impact on consumer behavior. Both peers and instructor via grading sheets will perform grading.

Chapter Writing Assignments:

Specific chapters have been assigned as individual responses. Each writing assignment is expected to be a fully developed response to the situation and questions given. Utilizing the format given in week 1 for advertisement/case analysis will guide you in the development of each response.
Assignments must be word processed and delivered in hardcopy form at the beginning of each class as assigned.

Individual Consumer Behavior Presentations:

Each student will be required to select a web site from the list provided and create a 10-minute presentation that relates the site to the subject of Consumer Behavior. Each presentation is to be in PowerPoint, organized in the same manner and structured in a case analysis format. Peer and instructor evaluations will be the means of grading each student on their presentation's, organization, relationship to consumer behavior, graphic presentation, and depiction of the site's mission. Presentations will be during the weeks of 3/23 – 4/13. A sign up sheet will be provided for timely sign-up and lead-time for this assignment.