

**Consumer Behavior**  
**University of West Georgia**  
**Spring 2018**

MKTG 4864-02 & PSYC 4864-02  
Tu/Th: **9:30am** – 10:45am: Adamson Hall Room 227

**Instructor:** Dr. Blaise J. Bergiel

**Office Hours\*:** Tu/Th: 7:30am - 8:00am; 11:00am – 12:00pm; & Wed: 7:30-10:30  
Other times by appointment

\*Note: office hours above do not pertain to holidays or finals week & Because of faculty meetings and meeting with students I may not be in my office it is important to **check** with me first.

**Office:** RCOB-2315 **Phone:** (678) 839-5012 **e-mail:** [bbergiel@westga.edu](mailto:bbergiel@westga.edu) **NOTE:** this is the only email address to use.

**Prerequisites:**

**MKTG 4864:** MKTG 3803 or MKTG 303 and (GPA 2.00 or above required)  
**PSYC 4864:** PSY 201 or PSYC 1101

**Texts:**

Babin, Barry and Eric Harris (2014), CB5. Mason, OH: South-Western Cengage Learning: ISBN 1-2857-2773-8

**Course Description:**

A comprehensive analysis of the factors in human behavior which influence the choice and the use of products and services.

**Student Learning Goals:**

Upon successfully completing this course, the student should

1. Demonstrate a basic knowledge of the fundamental business concepts that are useful for understanding the complexities of buyer behavior (LG4).
2. Demonstrate the ability to analyze issues and situations having ethical and legal implications for business (LG5 -LO5.1)
3. Demonstrate a basic knowledge of international economic and business concepts. (LG5-LO5.2)
4. Be able to analyze the current situation of an organization and develop a plan to ensure organization viability (LG6-LO6.2)

**Course Orientation:**

We will use a variety of learning methods to study the interrelationship between theory and practice as applied to consumer behavior. Often the importance of the concepts that will be discussed in this course become more evident when discussed in light of real world examples. We will use a combination of assignments, case analysis, individual and team exercises, videos or presentations to help facilitate the learning process. I will lecture on occasion where the topic is amenable to that approach. However, I have found that an interactive approach works best. This means that **every student must be prepared to participate every class period.**

While I encourage voluntary participation, I will call on individuals who are reticent to participate for whatever reason. Failing to be prepared for class, can, therefore, not only be unproductive and damaging to your participation grade, but also embarrassing. Please help me keep this from occurring by always being prepared and making a meaningful contribution to our class experience.

### Course Format

**Lecture:** Lectures will cover specific topics in marketing. The course schedule lists specific topics covered on each class date along with referenced textbook chapters. **Note: There will be material covered in class that cannot be found in your book!**

**Exams:** Four exams will be given throughout the semester (see course schedule for dates). Bring a #2 pencil (with an eraser). All personal items (including cell phones, music players, bags, etc.) will need to be left at home OR placed at the front of the room during the exams.

### Student Responsibilities:

1. **Attend class, prepared to discuss and apply concepts** from assigned readings. This includes having the text, handouts, and other materials readily available and well organized for class.
2. Read the class syllabus, most questions can be answered in the syllabus.
3. Be responsible for the readings assigned in class and in the course syllabus, whether or not the material is explicitly covered by the instructor during class.
4. Contribute to class discussions.
5. Turn in or meet all assignments on schedule.
6. Any student who misses class (or any portion of a class) is responsible for the content missed. While I am glad to assist students who may need help with a particular concept or assignment, such assistance is not designed to replace class time. Any student who misses class should take steps to get notes, assignments, copies of handouts, class schedule changes, etc. from another student(s). **Make a friend in class to get the notes you miss. I will not email notes to students who miss class.** Class time is valuable and will not be used to go over material for students missing class. Class material will only be retaught/reviewed when it is judged appropriate for the class as a whole.

### 7. Class Absence

Instruction begins the first day of class. In face-to-face courses, if students fail to attend the first day and have not contacted the instructor to explain their absence, they may be dropped during the Drop/Add Period to make room for other students.

Class attendance policies are determined by each instructor for his or her courses and may be found in the syllabus. Since course policies differ, students are responsible for understanding attendance requirements for each course. Failure to comply with those requirements may significantly affect grades.

**Students missing more than 4 classes may be administratively withdrawn from the course by the instructor for excess absences. Administrative withdrawals follow the same grading guidelines outlined in the registration bulletin. In this class if you have 5 or more absences (excused or unexcused) your final grade will be lowered by 1 letter grade. Any documentation for absences must be provided to me the next class you attend after the absence.**

Regardless of the reason for the absence, each student is responsible for the material covered in class, for completing any assignments, and for making specific arrangements with the instructor for any work missed. The degree to which missed work can be made up will depend upon the nature of the work and its intended purpose. Make-up is at the discretion of the instructor.

See:

**UWG: Undergraduate Catalog: page 80**

<http://www.westga.edu/assets/docs/catalogs/UG-full-current.pdf>

**UWG Graduate Catalog: page 57**

<http://www.westga.edu/assets/docs/catalogs/Grad-full-current.pdf>

8. **Always Engage in Academic Honesty:** Students are expected to recognize and uphold standards of intellectual and academic integrity. The University assumes as a basic and minimum standard of

conduct in academic matters that students be honest and that they present for credit only the results of their own efforts. Students should be familiar with the University's policy on issues such as:

- Plagiarism,
- Cheating on Examinations,
- Unauthorized Collaboration,
- Falsification,
- Multiple Submissions. It will be considered an act of academic dishonesty for a student to submit work done in any other class for credit toward the completion of this course.

Failure to comply with these standards will result in a zero for that portion of the grade, as a minimum sanction. Lack of knowledge of this policy is not an acceptable defense to any academic dishonesty charge.

7. **Adhere to University Policies:** It is your responsibility to be aware and follow all guidelines and policies as presented in the University Catalog.
8. Recognize that in addition to reading from the text and assigned readings, everything presented in class by the instructor, guest speakers or other students will be considered for inclusion on exams.
9. Professional behavior is expected in the classroom. All students are expected to treat each other, the instructor, and guests with courtesy at all times. Side conversations are disruptive and inappropriate whether the instructor or another student is speaking. Comments regarding course difficulty, class dismissal time, etc. are also inappropriate. Talk to the instructor privately if you have a concern.
10. **Being on time: Class starts at 9:30am**, which means that you need to be in your seat by **9:30am**. For security reasons the doors will be locked at **9:30am** (don't worry you can get out but no one can enter from the outside). **Do Not Come To Class Late**
11. **No food in the class room during class time**
12. **No electronic devices (i.e., cell phone) turn on during the class period.**
13. **Student Rights and Responsibilities**, Please carefully review the information at the following link: [http://www.westga.edu/assetsDept/vpaa/Common\\_Language\\_for\\_Course\\_Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf) The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.
14. **Credit Hour Policy (3 credit hours):** For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

### Course Evaluation:

1. **Exams:** There will be three (3) exams **February 8, March 13, & April 24**) and a comprehensive final (**Final: April 26 - Thursday – 9:30am**). The three (3) exams will be 50 multiple-choice questions. Each exam is worth 100 points. The final will be comprehensive, worth 100 points and will be 50 multiple-choice questions. If a student takes all four (4) exams only the top three (3) grades will be counted in the final grade.
2. **Quizzes:** There will be unannounced quizzes. The quizzes cannot be made up.
3. **Grading:**  
**Undergraduate:** Your grade will be based on class quizzes, and three (3) exams (100 points each), total 300 points. **There are NO provisions for extra credit work.**

A = 270 pts. or better;                      B = 240-269 pts;                      C = 210-239 pts.;

D = 180-209 pts.;                              F = Below 180 pts.

### Exam and Assignment Due Date Policies:

**Make-up exams will not be given except under highly extenuating, nonacademic circumstances and with prior approval by the instructor.** In the rare situation of a student who cannot take an exam at the time scheduled, a makeup exam will be arranged only if two conditions are met:

- (1) there is an emergency which the student discusses with me before missing the exam and
- (2) documentation of the emergency situation is provided. **These same two conditions must be met for any late assignments to be accepted.** Students not abiding by these policies will receive a zero.

**Notes:**

All class communications with me should be through your MyUWG account ([bbergiel@westga.edu](mailto:bbergiel@westga.edu)) [University Policy]. The course syllabus provides a general plan for the course. However, deviations may be necessary. It is your responsibility to stay informed of any changes that are made.

The PowerPoint Slides are provided as an aid not a substitute for the text or class attendance. Please be aware that the PowerPoint Slides online will not cover all of the material or exercises covered in class.

Please come to class on time (**9:30am**) and **turn off and put away** all electronic devices that emit sounds and noises that may interrupt the class (e.g., cell phones, pagers, watch alarms, etc.). Text messaging or other forms of using cell phones for entertainment during class are not professional and will not be tolerated.

Please no food in the class room during class time.

**There are no provisions for extra credit.**

**Consumer Behavior-MKTG 4864-2 & PSYC 4864-2-Spring 2017 - Dr. Blaise J. Bergiel  
Tentative Class Schedule**

Date	Assignment	Chapt.
1/9	Introduction	
1/11 & 1/16	What is CB and Why Should I Care	1
1/18	Value and the Consumer Behavior Value Framework	2
1/23 & 25	Consumer Learning Starts Here: Perception	3
1/30	Comprehension, Memory, and Cognitive Learning	4
2/1 & 2/6	Motivation and Emotion: Driving Consumer Behavior	5
<b>Feb. 8</b>	<b>Test 1</b>	<b>1-5</b>
2/13 & 2/15	Personality, Lifestyles, and the Self-Concept	6
2/20	Attitudes and Attitude Change	7
2/22 & 2/27	Group and Interpersonal Influence	8
3/1	Consumer Culture	9
3/6	Microcultures	10
3/8	Consumers in Situations	11
<b>March 13</b>	<b>Test 2</b>	<b>7-11</b>
3/15		
<b>3/20 &amp; 3/22</b>	<b>Spring Break</b>	
3/27 & 3/29	Decision Making I: Need Recognition and Search	12
4/3 & 4/5	Decision Making II: Alternative Evaluation and Choice	13
4/10	Consumption to Satisfaction	14
4/12	Consumer Relations	
4/17	Consumer and Marketing Misbehavior	16
<b>April 24</b>	<b>Test 3</b>	<b>12-16</b>

<b>April 26</b>	<b>Final – April 27 (Thursday) – 9:30am</b>	<b>1-16</b>
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I am here to help you, if you have any questions or problems, please come by and see me. If I am not in my office please leave a note, with a phone number or email me and I will get back to you.

Have a great Semester

Dr. Blaise J. Bergiel – [bbergiel@westga.edu](mailto:bbergiel@westga.edu)