



Title: Consumer Behavior

Instructor: Jo O'Connor

Class Time: Asynchronously Online

Course Number: BUS365

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Spring 2023 Consumer Behavior Course Syllabus

Course Description

This course is an introduction to the world of consumer behavior. The discipline borrows from several social sciences including psychology, sociology and anthropology to explain behavior in the marketplace. In this course, the student will explore how perceptions, learning, memory, personality and attitudes influence consumption behavior, how consumption changes during one's life cycle, and how powerful cultural and subcultural influences are on consumers.

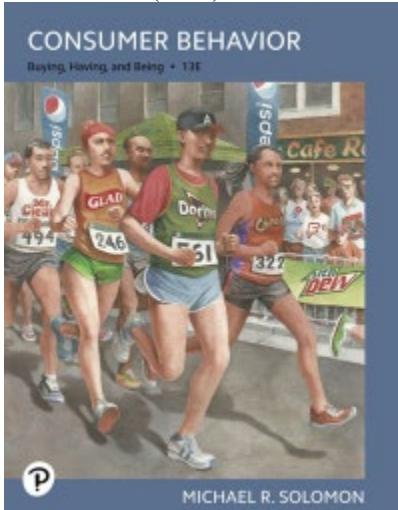
Course Learning Objectives

Upon completing this course, the student should be able to:

1. Analyze the meaning and influences guiding the decisions and behaviors of culturally driven phenomenon.
2. Question the power of individual influences on decision-making and consumption.
3. Relate internal dynamics such as personality and motivation to the choices consumers make.
4. Relate group dynamics and the relative influence of various group members to the choices made by groups of people.
5. Evaluate the influence of culture and subculture on consumer consumption preferences.
6. Appraise the applicability of consumer behavior theories to interpreting why consumers behave as they do.
7. Assess the components and stages of the individual decision-making process.
8. Assess the components and stage of the group decision-making process.

Text, Tools and / or Supplies

Solomon, M. (2020). *Consumer Behavior, 13th ed.* Publisher: Prentice-Hall



ISBN-13: 978-0-13-5225691

ISBN-10: 0-13-5225698

Online component – Learning Management System: Brightspace

USM School of Business Objectives

The University of Southern Maine's School of Business mission statement recognizes the promotion and development of key student skills including written communication skills, oral communication skills, analytical skills, critical thinking skills, and the examination of the ethics and ethical context within professional business practice. To promote these SB-directed skills, BUS 365 will require students to complete written examinations and present business topics to the class and on the class Brightspace content area.

Student Evaluation and Grading

The success of the course is dependent on student participation in class discussions, quizzes, discussion board participation and student presentations.

Grades are posted on Brightspace as a running total (so you can see your overall grade at any time during the semester).

All students are required to take any quizzes and complete all assignments by the time and date specified.

********There will be NO make-up assignments and/or quizzes.********

Course Resources:

All course documents (lecture slides, syllabus, project outlines, discussion boards, etc.) are posted on Brightspace.

Finally, please do not hesitate to reach out to me if you have any questions or issues. My students always have access to my cell/text if a timely or urgent issue/question arises (617) 372-3042.

The Final Grade will be based on the following:

The following provides a breakdown for the quizzes, papers, discussion boards and required assignments.

• Final Group Project	25%
• Case Study	20%
• Product Video	15%
• Quizzes (6 –I will drop the lowest score of the semester)	20%
• Online Participation	20%
	100%

Grading Scale

<i>Letter Grade Earned</i>	<i>Weighted Semester Average</i>	<i>Letter Grade Earned</i>	<i>Weighted Semester Average</i>
A	93.00-100.00	C+	77.00-79.99
A-	90.00- 92.99	C	73.00-76.99
B+	87.00-89.99	C-	70.00-72.99
B	83.00-86.99	D	60.00-69.99
B-	80.00-82.99	F	Below 60.00

As this is the university grading scale, grades are not rounded up.

Weekly Course Schedule

<i>Week</i>	<i>Chapter</i>	<i>Topic</i>
January 17, 2023		Introduction to Consumer Behavior Syllabus roll out Student Introduction Write Up Due by noon on Saturday. Discussion Board #1 Initial post due by Thursday at noon and one comprehensive response due by noon on Saturday View video on Brightspace
January 23, 2023	1	Buying, Having and Being Read Chapter 1 and complete the Quiz #1 on the chapter by Friday at noon. Follow this guideline for all quizzes throughout the semester. Review PPT Discussion Board #2 Initial post due by Thursday at noon and one comprehensive response due by noon on Saturday Watch THE TED Video of Catherine Roe on Marketing Behavior
January 30, 2023	2	Perception Read Chapter 2 and complete the Quiz #2 on the chapter by noon on Friday. Review PPT Discussion Board #3 Initial post due by Thursday at noon and one comprehensive response due by noon on Saturday View video on Brightspace

<p>February 6, 2023</p>	<p>3</p>	<p style="text-align: center;">Learning and Memory</p> <p>Read Chapter 3 Review PPT Discussion Board #4 Initial post due by Thursday at noon and one comprehensive response due by noon on Saturday</p> <p>Watch the video on Classical & Operant Conditioning</p>
<p>February 13, 2023</p>	<p>4</p>	<p style="text-align: center;">Motivation and Global Values</p> <p>Product Video Due Read Chapter 4 Review PPT Discussion Board #5 Initial post due by Thursday at noon and one comprehensive response due by noon on Saturday</p>
<p>February 20, 2023</p>	<p>6</p>	<p style="text-align: center;">Self</p> <p>Read Chapter 6 and complete the Quiz #3 on the chapter by noon on Friday. Review PPT Discussion Board #6 Initial post due by Thursday at noon and one comprehensive response due by noon on Saturday.</p> <p>Next week, you have a case study due and you may work in pairs. I need to be notified by February 22 if you want to pair up for the case study.</p> <p>View video on Brightspace: Why do I love my car? https://www.youtube.com/watch?v=8p3NdHcceLw</p>
<p>February 27, 2023</p>	<p>7</p>	<p style="text-align: center;">Personality and Psychographics</p> <p>Case Study: Due by Thursday March 2 at noon. Uploaded in Word in the Assignment Box.</p> <p>Read Chapter #7 Discussion Board #7 Initial post due by Thursday at noon and one comprehensive response due by noon on Saturday.</p> <p>Watch the video on Personality</p>

March 6, 2023	8	<p style="text-align: center;">Attitudes and Persuasion</p> <p>Read Chapter 8 and complete the Quiz #4 on the chapter by noon on Friday. Review PPT</p> <p>Discussion Board #8 Initial post due by Thursday at noon and one comprehensive response due by noon on Saturday</p> <p>Watch the Science of Persuasion video</p>
SPRING BREAK	March 13-17	SPRING BREAK
March 20, 2023	9	<p style="text-align: center;">Decision-Making</p> <p>Read Chapter #9 Review PPT Discussion Board #9 Initial post due by Thursday at noon and one comprehensive response due by noon on Saturday</p> <p>View video on Brightspace</p>
March 27, 2023	10	<p style="text-align: center;">Buying and Disposing</p> <p>Discussion Board #10 Initial post due by Thursday at noon and one comprehensive response due by noon on Saturday</p> <p>View video on Brightspace</p>
April 3, 2023	11	<p style="text-align: center;">Groups and Social Media</p> <p>Read Chapter 11 and complete the Quiz # 5 on the chapter by noon on Friday. Discussion Board #11 Review PPT</p> <p>Initial post due by Thursday at noon and one comprehensive response due by noon on Saturday</p> <p>View video on Brightspace</p>
April 10, 2023	12	<p style="text-align: center;">Social Class and Lifestyles</p> <p>Read Chapter 12 and complete the Quiz # 6 on the chapter by noon on Friday. Group Project Preparation</p> <p>View video on Brightspace</p>
April 17, 2023	13 & 14	<p style="text-align: center;">Cultural</p> <p>Group Project Preparation Read Chapters 13-14 PPT 13/14 Team Zoom Check-In Meetings (Scheduling will take place in a Discussion Board)</p> <p><i>*Watch the De-Ethnicization through Globalization Video</i></p>
April 24, 2023		<p style="text-align: center;">Group Project Due</p> <p>Due April 26 by noon.</p>

Grading Rubric

100 - 90 Points:

- Comments/questions are outstanding and bring depth and/or breadth to the scholarly discussion. (i.e., you illustrate your point with examples, suggesting a new perspective on an issue, integrating other references and resources, asking questions that help further discussion, etc.).
- Comments are well written, coherent, clear and substantive.
- Comments/questions provide evidence that the student has carefully read and reflected upon the assignment and its broader implications.
- Comments/questions provide evidence that the student has listened to and considered a substantial number of classmates' comments before responding.

89-80 Points:

- Comments/questions are reasonably responsive to the discussion, bringing in a new perspective or insight.
- Comments/questions provide evidence that the student has read at least most of the assigned material.
- Comments are well written with proper spelling and grammar.
- Comments/questions provide evidence that the student has listened and considered at least some classmates' comments before responding.

79 – 70 Points:

- Comments/questions are limited in their relevance to the discussion topics.
- Comments provide evidence that the student has done little to prepare for the assignment.
- Comments/questions provide evidence that the student has read a few of the required readings before submitting the assignment.
- Comments minimally reflect a quality writing style.

69 points and below:

- Comments/questions are not relevant to the discussion topics.
- Comments/questions provide no evidence that the student has adequately prepared before submitting the assignment.
- Comments lack any quality writing style; they are fragmented and incoherent.
- Comments do not extend our knowledge with an additional perspective, an alternative point of view, or an additional resource for understanding.

****NO ASSIGNMENTS WILL BE ACCEPTED AFTER THE DUE DATE.
**GRADES WILL ONLY BE DISCUSSED WITHIN 72 HOURS AFTER
THE GRADE IS LAUNCHED.**

THIS ALSO PERTAINS TO YOUR COMPLETING AND SUBMITTING ASSIGNMENTS ON BRIGHTSPACE.

Failure to abide by these policies will result in class dismissal & an unexcused absence.

Discussion Boards:

Discussion Board will be our primary means of interacting as a group. Each week, we will have discussion threads. I will pose a question/mini assignment and there will be a peer review of your assignments. Your Peer Review Discussion Board will run after you have posted to the forum (each week by noon on Thursdays– late posts are not accepted). You will need to comprehensively comment on one of your colleagues' submissions by noon on Saturdays.

Discussion Board Rubric:

To receive full credit, Discussion Board posts must have the following attributes:

- Comments apply ideas and facts from readings, lectures and student's own experience. Please cite the readings you reference.
- Peer review is an important component of learning. Student contributions meet a comprehensive requisite and frequency requirements, as well as due dates –there is no credit for late posts or responses.

You will be evaluated on the quality of your posts, ability to support your views and level of engagement in the discussion. Note: You should use proper citations and references in your posts when drawing upon ideas from others.

Online Participation Rubric:

You will be evaluated by your quality work in the Discussion Board (see above) as well as making all the deadlines. This includes your Student Introduction and Scheduling for the Check-ins. This grade is worth 20% of your overall grade and each component is worth 5 points of that grade. There are two components in each discussion board (post and response). Missing the deadline of a post with count as the full 5 points. For instance, if you miss one post and two responses during the course, expect that 15 points will be taken from your online participation grade (in this case, you would receive an 85 or 17% of your 20% grade).

Academic Integrity

According to the University of Southern Maine Code of Conduct, academic integrity is a basic guiding principle for all academic activity, allowing the pursuit of scholarly activity in an open, honest, and responsible manner. In accordance with the University's Code of Conduct, you must not engage in or tolerate academic dishonesty. This includes, but is not limited to cheating, plagiarism, fabrication of information or citations, facilitating acts of academic dishonesty by others, unauthorized possession of examinations,

submitting work of another person, or work previously used without informing the instructor, or tampering with the academic work of other students. We will be using Bb SafeAssign, which checks your essay and posting work for plagiarism, so be sure it's your own work and not cut-and-paste material from the Internet! Any violation of academic integrity will be investigated, and where warranted, punitive action will be taken; <https://cms.usm.maine.edu/ocs/student-academic-integrity-policy-0> for additional information).

Affirmative Action & Sexual Harassment

The University of Southern Maine is committed to a policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy. Please visit the website for the Office of Campus Diversity & Equity (<http://www.usm.maine.edu/eo/>) for additional information.

An Invitation to Students with Learning Disabilities & Americans with Disabilities Act

At any point in the semester, if you encounter difficulty with the course or feel you could be performing at a higher level, please consult with me. Students experience difficulty for a variety of reasons. For problems with writing skills and time management, make an appointment to see a student tutor at the Learning Center (TLC), 253 Luther Bonney (780-4228). Help is also available through the Counseling Center, 105 Payson Smith (780-4050), and the Office of Academic Support for Students with Disabilities, 242 Luther Bonney (780-4706; TTY 780-4395).

The Americans with Disabilities Act of 1992 mandates the elimination of discrimination against persons with disabilities. If you need course adaptations or accommodations because of disability please contact the Office for Students with Disabilities, 2nd floor, 242 Luther Bonney Hall (780-4706; TTY 780-4395). Please let me know in the first few weeks of classes whether you have a disability by sending me the official documentation.

Subject to Change Statement

**Schedule and assignments are subject to change as our course moves forward. Students are expected to regularly check the BUS365 BRIGHTSPACE course area for announcements and updates about the course. Students are also expected to check their USM email accounts daily for any announcements, changes, etc.
