



Department of Marketing and Entrepreneurship

**MARK 4362 APPLIED BUYER BEHAVIOR
Spring 2013**

Section # 36388

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"The aim of marketing is to know and understand the customer so well the product or service sells itself." - Peter F. Drucker

COURSE DESCRIPTION:

Prerequisite: MARK 3336 Elements of Marketing Administration

In this course we will study the basic factors influencing buyer behavior, the concepts used to explain this behavior, and the implications of these concepts for marketing and public policy issues. The course focuses on economic, psychological, sociological, and anthropological variables. Topics include the effects of motivation, learning, perception, attitude, personality, lifestyle, reference groups, social class, demographics, and cultural factors on buyer behavior.

COURSE OBJECTIVES:

Identify and discuss the major factors that influence consumer behavior, the processes used to explain that behavior, and the implications of these influences for marketing and public policy decisions.

Enhance critical thinking and analytical skills in assessing consumer behavior through discussions and exams.

Increase awareness of the internal and external forces at work in our own consumption choices and purchase decisions.

REQUIRED COURSE MATERIAL:

Textbook: Solomon, Michael R., *Consumer Behavior: Buying, Having, and Being*, 10th edition, Prentice Hall, 2013.

Any supplemental readings, activities, videos assigned will be available on Blackboard Learn on the MARK 4362 course page.

BLACKBOARD LEARN:

We will utilize the Blackboard Learn system to facilitate learning in this course. To access Blackboard, go to <http://www.uh.edu/blackboard/>.

Please note: Occasionally, Blackboard is unavailable due to technical problems. In the event of loss of access to Blackboard, course updates and schedule changes will be posted on the MARK 4362 course page at the earliest opportunity.

COURSE PROCEDURES:

This is an intensive reading and critical thinking course. The course incorporates textbook material, published articles, cases, and marketplace examples of consumer behavior concepts. Extensive online class participation is expected. **Students should expect to participate in multiple online discussions each week.** The online discussions are designed to bring new perspectives to the material and to foster the *active* application of course content to marketing problems and situations. Students will be exposed to problems that require the assessment, analysis, and recommendation of actions within the context of consumer behavior principles. Preparation for participating in online class discussions will require reading the textbook, and often, supplementary reading or research as well.

In addition, quizzes, chapter tests and other materials are available through the publisher to aid you in understanding the material. Students are encouraged to make use of the supplemental material provided by the publisher.

IMPORTANT: Although this is an online course, there will be three ON CAMPUS exams in this course which students will take in person.

STUDENT RESPONSIBILITY:

Professional conduct is expected from all course participants. You will be held to a high professional standard in the level and quality of your participation, your behavior, and your work product. You are expected to contribute thoughtfully, meaningfully and politely to online discussions.

COURSE POLICY ON ACADEMIC MISCONDUCT:

The University of Houston Student Handbook presents the University's policy on academic honesty (<http://www.uh.edu/dos/publications/>). Students should be aware that anyone who engages in actions prohibited by the University's policy on academic honesty (e.g., cheating, plagiarism) will be subject to disciplinary action and may not receive credit for the course.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:

Students in this course who need accommodations for any sort of disability should make an appointment to see me by Monday January 28, 2013. Reasonable accommodations for persons with documented disabilities will be provided. Students should be registered with the Center for Students with Disabilities (CSD), 307 Student Service Center (713-743-5400-voice, 713-749-1527- TTY) before making an appointment to see me.

MEASURES OF SUCCESS:

Online discussion questions/activities	20%
Exam 1 (Chapters 1 – 6)	20%
Exam 2 (Chapters 7 – 10)	20%
Exam 3 (Chapters 1 – 14)	40%

Grades will be assigned on the following scale:

A	93% +
A-	90-92%
B+	88-89%
B	83-87%
B-	80-82%
C+	78-79%
C	73-77%
C-	70-72%
D	60-69%
F	Below 60%

DISCUSSION QUESTIONS/ACTIVITIES:

(20% of course grade) Regular participation is **required** of each student. Up to three discussion questions or activities per chapter will be posted on Blackboard. Discussion questions will be based on the textbook and occasionally, a supplemental reading, activity, or video. Students should read the textbook and any supplemental material BEFORE participating in the discussion. The discussion questions and activities are designed to help you synthesize and understand what you learn throughout the term and prepare you for the types of questions that may appear on the exams. **Online discussions and activities missed due to student absence cannot be made up at a later date.**

Each student is required to post a thoughtful response to each online discussion question. Participation points will be awarded to each student each discussion session based on the following scale:

5 = relevant contribution

0 = did not participate, irrelevant or inappropriate contribution

EXAMS:

(80% of course grade) Three **ON-CAMPUS exams** will be given during the term consisting of multiple-choice and short answer questions including problem-solving applications of the course material. Exam questions will be based on the textbook, and any other assigned readings or materials (e.g., activities, videos). The exams are designed to help you synthesize what you learn throughout the term. The questions test critical thinking and complex reasoning, not rote learning (e.g., memorization). All assigned material, whether discussed online or not, may appear on the exams. The exams are closed-book exams. You may not use your textbook, notes, electronic devices such as tablets, phones, or laptops, or any other reading materials during the exam. You may use a calculator. Students will be required to show their student ID card to take the exam. Absences for medical reasons or for official University-related business (e.g., Varsity athletics) require documentation. **THERE ARE NO MAKE-UP EXAMS.** Please arrange your schedule to allow plenty of time to arrive on campus in advance of the exam.

EXTRA CREDIT:

Student participation is important to the research conducted by faculty and doctoral students at the University of Houston. Should there be an opportunity to participate in a research study during the semester, you can earn 5 class participation points for each “1 credit” of research participation, for a maximum of 2 credits or 10 points. Information regarding opportunities to participate in research studies will be announced on the MARK 4362 Blackboard page.

**MARK 4362: Applied Buyer Behavior
Spring 2013 Class Schedule***

Week	Date	Topic	Textbook Chapter
1	Tuesday, January 15	Buying, Having, Being	Solomon, Chapter 1
2	Monday, January 21	Perception	Solomon, Chapter 2
3	Monday, January 28	Learning and memory	Solomon, Chapter 3
4	Monday, February 4	Motivation and global values	Solomon, Chapter 4
5	Monday, February 11	The Self	Solomon, Chapter 5
6	Monday, February 18	Personality and psychographics	Solomon, Chapter 6
	TBD	EXAM 1	ON CAMPUS
7	Monday, February 25	Attitudes and persuasion	Solomon, Chapter 7
8	Monday, March 4	Decision making	Solomon, Chapter 8

Week	Date	Topic	Textbook Chapter
9	Monday, March 11	SPRING BREAK WEEK	
10	Monday, March 18	Buying and disposing	Solomon, Chapter 9
11	Monday, March 25	Organizational and household decision making	Solomon, Chapter 10
	TBD	EXAM 2	ON CAMPUS
12	Monday, April 1	Groups and social media	Solomon, Chapter 11
13	Monday, April 8	Social class and lifestyles	Solomon, Chapter 12
14	Monday, April 15	Subcultures	Solomon, Chapter 13
15	Monday, April 22	Culture	Solomon, Chapter 14
	TBD	EXAM 3	ON CAMPUS
16	Monday, April 29	LAST DAY OF CLASS	

**Any changes to the class schedule will be announced in class and posted on Blackboard.*