

Texas A&M University-Commerce
MKT 467-01W: Global Consumer Behavior

COURSE SYLLABUS (Summer 1 2015)

COURSE INFORMATION

MKT 467-01W: Global Consumer Behavior
Summer1, 2015 - 3 Credit Hours

Professor / Instructor Contact Information/Bio

Dr. Scott M. Sewell, BA 222
Office phone: 903-886-5692; fax: 903-886-5702
Office hours – online Tuesday, 10 to 11 am or by appointment

Materials – Text

CB, 7th Edition, by Barry Babin and Eric Harris, South-Western Publishing (Cengage) 2015. The text is absolutely essential to succeeding in this course.

Course Description

Students examine global market segments and how to reach them their understanding of the consumer buying process as well as psychological and sociological variables which influence and motivate consumers. MKT 306 is a prerequisite for this course.

Goals / Rationale of the course:

- Students will be able to use this course to understand the factors that influence consumer behavior and apply this knowledge to predict how consumers respond to marketing strategies.
- The course will require you to research consumer norms in a different culture and develop a research paper with a group to demonstrate your understanding of consumer behavior within that culture.
- Students will gain insight into their own behavior by selecting a behavioral goal and keeping a journal about what influences their behavior over the semester.
- The course is organized with Unit assignments. Exams and assignments will be grouped in four modules: Exam 1, CH 1-5 (June 8-17); Exam 2, CH 6-11 (June 21-28); Exam 3, CH 12-16 (June 29-July 5); and Core Concept Quiz (July 6-8).

Course Outcomes/Objectives

This course aims to improve student understanding of concepts, principles, problems and applications of marketing to consumers worldwide. After completing this course, students should be able to:

1. Students will demonstrate an understanding of principles of consumer behavior, including terminology, concepts and major models of behavior.
2. Students will demonstrate understanding of cultural and sub-cultural influences on consumer behavior around the globe, and the role of marketing to people in different cultures.
3. Students will incorporate psychological, sociological and anthropological perspectives as they apply consumer behavior concepts to specific consumption situations.
4. Students will research and analyze specific consumer behavior in a culture different from their own through a team project.

TECHNOLOGY REQUIREMENTS

The following technology is recommended to be successful in this web-enhanced course: Internet connection – high speed recommended (not dial-up) and Word Processor. Additionally, the following hardware and software are necessary to use eCollege:

Our campus is optimized to work in a Microsoft Windows environment. This means our courses work best if you are using a Windows operating system (XP or newer) and a recent version of Microsoft Internet Explorer (6.0, 7.0, or 8.0). Your courses will also work with Macintosh OS X along with a recent version of Safari 2.0 or better. Along with Internet Explorer and Safari, eCollege also supports the Firefox browser (3.0) on both Windows and Mac operating systems.

It is strongly recommended that you perform a “Browser Test” prior to the start of your course. To launch a browser test, login in to eCollege, click on the ‘myCourses’ tab, and then select the “Browser Test” link under Support Services.

COURSE REQUIREMENTS

Activities / Assessments

Exams: (45% of total course grade)

Exams will cover the required textbook reading and the content of the online lectures. Complete the exams online by accessing the eCollege exam tool. The exams will be timed and grades made available to students following the submission of the exam. If you lose Internet connectivity during the exam, log back in immediately and continue on with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the eCollege Help desk immediately so that your issue is documented with a helpdesk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Exams consist of 75 multiple-choice questions (worth 150 points each), with 90 minutes allowed to complete each exam. Exams are individual so no working with others. That means working with another student is considered cheating and is grounds for an F in the course. Only one question will

appear at a time and you must answer the question before going on to the next question. You will not be able to go back once the question is answered. This does require some time management skills

Quiz: (5% of total class grade)

The core concepts quiz is over key terms that will be covered in the textbook. I will give you a list of terms to study before the quiz which is during Unit 4.

There will also be **Practice Quizzes** (true/false format) which **do not** affect your grade. These quizzes are a study tool to give you quick feedback about what you understand from the readings. Once you have read the chapters, and reviewed the Power Points, the quiz will help you identify areas that need further review.

Assignments (50% of total course grade)

CB Journal Assignment:

An important part of this course is applying what you have learned to real examples. You begin by selecting a consumer behavior that you want to change about yourself, such as stopping a harmful behavior, (i.e. smoking, compulsive shopping or binge drinking,) or starting a new behavior (i.e. starting an exercise program or changing what you eat or buy) Over the course of the semester you will journal about what you have learned about your behavior, applying concepts from the textbook and describing the effects of your attempt to change your behavior. For each assigned topic, you will write a minimum of two detailed paragraphs, first answering a question about how your behavior is influenced by the topic and second describing your behavior, any changes, and the results. Grading is based on the comprehensiveness of the entry and how well it incorporates CB terms and concepts (see rubric at the end of the syllabus). **The journal assignments are worth a total of 15% of your grade and are due by midnight the final day of the unit.**

Book Review:

The second assignment is to read and review a consumer behavior-related book. You will select a book from my list, read it, and then write a 2 or 3 page (single-spaced) review that explains how the book relates to consumer behavior. The books are relatively inexpensive and are available online and at the campus library. **The due date is midnight of the last day of Unit 2. This assignment is also worth 10% of your grade.**

Group Project:

The team project will begin in Unit 2 and will be due at midnight of the last day of Unit 3. You will be assigned to during week one to your team of 3 or 4 students to investigate how people live in another country. The assignment combines reporting on what you have learned with interpreting how that information influences the lives of people in your chosen country. The end result will be a research paper. **This assignment is worth 25% of your grade. The deadline is midnight of the last day of Unit 3.** One member will submit the group paper (in its entirety) to the Dropbox, where it will automatically be screened for plagiarism with Turnitin.com. Be sure all names are on the first page, in alphabetical order. Each team member will go to doc sharing during Unit 4 and copy and complete the Individual Team Member Evaluation form for themselves (in the first column) and each member of their team. This evaluation will be placed in the Team Member Evaluation dropbox in eCollege before midnight of the final day of Unit 4. Your grade will be the average of the total score given you by your team members and will count as 5% of your final grade in the course. Failure to complete the evaluation will result in a

zero for the assignment. **Assessment Method:** See the rubric at the end of the syllabus for details on expectations for the team assignment.

Grading

Total Points Possible for Semester = 1000

900-1000 = A
800-899 = B
700-799 = C
600-699 = D
0-599 = F

Weights for Assessment	
Core Concept Quiz	5%
3 Exams	45%
CB Journal	15%
Book Review assignment	10%
Group Research Project	25%

ACCESS AND NAVIGATION

Access and Log in Information

This course was developed and will be facilitated utilizing eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to: <https://leo.tamu-commerce.edu/login.aspx>.

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamu-commerce.edu.

Being a Successful Online Student

- [What Makes a Successful Online Student?](#)
- [Self-Evaluation for Potential Online Students](#)
- [Readiness for Education at a Distance Indicator \(READI\)](#)
 - o *Login Information:* Login = **tamuc**; password = **online**

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

For personal concerns or questions, email is the best way to contact me. I generally check my email several times each day and you can expect a response within 48 hours. Most questions will be answered within 24 hours. My replies will be sent to your myLeo email address.

If you have a question that affects the entire class, ask it in class or use the Virtual Office to clarify the answer. That way I can explain myself once instead of answering the same question multiple times. Always check your home page for Announcements when you login. I expect students will check their email daily and login at least 4 times per week.

Student Support

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Help:** Click on the '*Help*' button on the toolbar for information regarding working with eCollege (i.e. How to submit to dropbox, How to post to discussions etc...)
- **Chat Support:** Click on '*Live Support*' on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with eCollege Technical Support Representative.

COURSE AND UNIVERSITY POLICIES

Academic Honesty Policy

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. There are two problems that seem to come up in online classes. The first is students who attempt to cheat on exams. Exam questions are randomized in order, and a time limit is set. If you try to extend the time by claiming your computer was timed out before you can submit the exam, be aware that I can see how many questions you have answered and how long you were online.

The second problem is plagiarism. Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. All projects will be turned in through "Turnitin.com" to screen for plagiarism. **THE PENALTY FOR CHEATING AND PLAGIARISM IS AN F IN THE COURSE.**

All students must download the College's Statement on Academic Honesty, sign it, and return it. I will post instructions on this in Week 1.

Drop a Course

A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page. Thursday, June 20 is the last day to drop the class. Thursday, June 27 is the last day to withdraw from all classes with no refund and a grade of W.

Incompletes

Incompletes are only given when a student has completed all work up to the last week of the term, and has an extenuating circumstance. Students only have access to the eCollege course for two weeks following the final day of the term. Therefore, incompletes are rarely given.

Administrative Withdrawal

Students who do not login during the first 3 days of the semester will be administratively dropped from the class. Students who stop participating for over 5 days, and do not answer emails from the instructor may also be administratively dropped.

ADA Statement

Students with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835 Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu
[Student Disability Resources & Services](#)

COURSE OUTLINE

Unit 1 (June 8-17) Read the assigned chapters and review Power Points for CH 1 - 5. Choose a specific behavior to write about and complete CB Journal Assignment for the Unit 1 topics. Begin the Book Review Assignment (**due end of Unit 2**). Complete Exam 1 over Chapters 1 - 5.

Unit 2 (June 18 - 28) Read and review Power Points for Chapters 6 - 11. Complete Unit 2 CB journal Assignment. Submit your Book Review Assignment. Begin Team Project (due end of Unit 3). Complete Exam 2 over Chapters 6 - 11.

Unit 3 (June 29-July 5) Read and review Power Points for Chapters 12 - 16. Complete CB Journal Assignment topics for Unit 3. Team leader submit final Group Project Assignment. Complete Exam 3 over chapters 12 - 16.

Unit 4 (July 5-8) Use the Core Concept Review in Doc Sharing to prepare for the Core Concept Quiz. Complete the Core Concept Quiz. Complete the Team Member Evaluation.

Rubric for MKT 467 Team Projects

Criteria	1	2	3
Comprehensiveness	All elements are covered thoroughly and are well elaborated	Most elements are covered thoroughly; some are mentioned briefly	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a

			fully developed strategy.
Research	Exceeds expectations for quantity and quality of sources.	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	Meets the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as Wikipedia).
Incorporates CB terms and concepts	Applies CB concepts with a balance of description and analysis; Examples are original and correctly applied.	Applies course concepts and terminology correctly, where appropriate.	Rarely or never enlightens with demonstrations of course concepts; Just “answers the question” without tying the answer back to CB theory.
Writing style	Extremely well-written and edited. Team projects are written in one voice. Uses APA or MLA style correctly. Grammar and spelling are correct. All research sources are cited correctly.	Generally well-written and edited so that the document “speaks with one voice”; few errors in spelling or grammar. Most research sources are cited correctly.	Many grammatical or spelling errors in the paper. Distinct differences exist between sections written by different students. Research sources are not cited or are incorrectly cited.