



Marketing and Business Analytics

A&M-COMMERCE

MKT 524 01W
Consumer Behavior Analytics
Spring 2024

Professor:	Dr. Yasemin Ocal Atinc
Office:	BA 315 D
Phone:	903-886-5692
E-mail:	yasemin.atinc@tamuc.edu
Office Hours:	11:00 a.m. – 1:00 p.m. - Wednesdays

General Course Information

Course Description:
Buyer behavior introduces the student to concepts and theories as they relate to consumer and business markets. This will include an analysis of internal and external influences on exchange decision making process. The frameworks are discussed in context of advertising/promotion, product management, and the development of effective marketing strategies.
Course Objectives:
The course has the following primary objectives: 1. to understand what is meant by buyer behavior. 2. to define and identify ‘good’ segments of markets and describe a buyer profile. 3. to learn and understand the decision-making process of consumers. 4. to understand the internal processes that influence marketplace behavior. 5. to identify and discuss major external factors directly impacting buyer behavior (e.g., global influences); and 6. to understand the implications of understanding consumers and their behaviors to marketing strategy.
Required Text:
Solomon, M. R., Buyer Behavior: Buying, Having, and Being, 12 th edition (ISBN: 1-292-15310-5 – Looseleaf ISBN: 9780134130255)

Class Policies

Grading:
<ul style="list-style-type: none">• Cases (50 points each for a total of 100 points)• Analytics Project (100 points)• Discussion Postings, Online activities, and Participation (100 points)• Midterm Exam (100 points)• Final Exam (100 points)

- **Total (500 points)**

Your final grade will be based on the following scale:

A=450-500

B=400-449

C=350-399

D=300-349

F=299 and below

* Unexcused absences for exams or other assignments will result in a grade of zero. Academic regulations and procedures as found in the Texas A&M-Commerce govern all grading and academic policies.

Attendance & Class Participation:

Attendance and participation are vital to the success of your learning experience. The roll will be taken during the first 5-10 minutes of the class. If you are not in class when the roll is taken you will be marked as absent. Students who leave early without advance notice to the instructor and sleeping during the class session will be marked as absent.

Please note you will not be allowed to make up missed work or exams (arrangements must be made with me **prior** to the due date of the assignment or day of the exam).

It is the student's responsibility to find out from their classmates what materials were covered, distributed, or assigned during any missed classes.

The attendance policy does not apply to the students of the online class. However, they are expected to be active participants of the class and will be evaluated for participation.

“Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.”

School Policies

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities–ADA Statement

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- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill – 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

STATEMENT ON AI USE IN COURSES [MAY 2023]:

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and

follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

A&M-Commerce Supports Students' Mental Health

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

Course Communication:

It is the responsibility of the student to ensure that all notifications and materials sent to the instructor are received by the instructor.

Students are required to check their email at least once a day. The D2L environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

You will submit your class assignments through the D2L location, and your grades will be recorded for you in the course grade book. PowerPoint slides will be available for each of the chapters. You should submit your work in the appropriate area when it is due.

Case Assignments

Throughout the semester, you will be required to analyze cases. Each case is worth 50 points. Specific instructions for each case will be posted in D2L prior to the week the case is scheduled to be assigned. You will prepare written analyses based on application of marketing concepts. Instructions will be provided in D2L. There are two cases. Cases should be submitted to D2L as a Word document. Please note that cases will be analyzed by turnitin.com for plagiarism.

Group Project

You will be required to work on a group project with your peers. Specific instructions will be posted in D2L. You will prepare written analyses based on application of marketing concepts. The final project should be submitted to D2L as a Word document. Please note that submissions will be analyzed by turnitin.com for plagiarism.

Class Time and Location

Online – There will be periodic live sessions and recordings available

Midterm and Final Exam

The midterm and final exam are a combination of multiple choice, true false or/and short answer questions which will test your competency over basic marketing concepts.

Each exam is worth 100 points. The questions will come from the text, lectures, and discussion material.

Week Dates

Week	Dates		Week	Dates	
Week 1	1/10/24	1/13/24	Week 10	3/10/24	3/16/24
Week 2	1/14/24	1/20/24	Week 11	3/17/24	3/23/24
Week 3	1/21/24	1/27/24	Week 12	3/24/24	3/30/24
Week 4	1/28/24	2/3/24	Week 13	3/31/24	4/6/24
Week 5	2/4/24	2/10/24	Week 14	4/7/24	4/13/24
Week 6	2/11/24	2/17/24	Week 15	4/14/24	4/20/24
Week 7	2/18/24	2/24/24	Week 16	4/21/24	4/27/24
Week 8	2/25/24	3/2/24	Week 17	4/28/24	5/4/24
Week 9	3/3/24	3/9/24	Week 18	5/5/24	5/10/24

Course schedule is on the next page.

Course Schedule

Week	Chapter(s)	Activities / Assignments
1	1	Syllabus Review & Student Introduction, Academic Honesty
2	2	Discussion 1
3	3	
4	4	
5	5	Discussion 2
6	6	Case 1
7	7	
8		Midterm Exam
9	8	
10		Spring Break
11	9	Discussion 3
12	10	Case 2
13	11	
14	12	Discussion 4
15	13	
16	14	
17		Project Due
18		Final Exam

The above schedule is tentative and subject to change at the discretion of the instructor.
(The official schedule will be followed for the final exam date)