



Texas A&M University-Commerce

MKT 567: Consumer Marketing

Professor / Instructor Contact Information

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Office Dallas

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- **E-mail:** Students must routinely check e-mail sent to his/her **Texas A&M-Commerce account**. This is my primary mechanism for communicating to the class. I check my e-mail every day frequently, so this is the best way to reach me.

- **Academic Honesty**

- Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

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.

Scholarly Expectations

All works submitted for credit ***must be original works created by the scholar uniquely for the class***. It is considered inappropriate and unethical, particularly at the graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically

requested by the instructor. Work submitted at the graduate level is expected to demonstrate higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

Course Description & Objectives: This course is designed to provide graduate students with the KNOWLEDGE, UNDERSTANDING and/or APPRECIATION of the mindset of the global consumer. Specifically, the course will expose students to the following topics: 1) The investigation of the consumer buying process. 2) The exploration of important psychological and sociological variables that influence and motivate today's global consumer. 3) The examination of the dynamic environment surrounding the consumer. 4) Examine recent changes in the marketing business environment that impact the study consumer behavior such as ethical consumerism, conspicuous consumption, and austerity marketing. All these will be accomplished through assigned readings, case analysis, class discussions and a team project. **Student Learning Outcomes:** Upon completion of the course, student should: 1) Recognize the crucial role Consumer Marketing plays in marketing strategy formulation; 2) Have an in-depth knowledge of the consumer buying process; 3) Be able to integrate traditional consumer behavior concepts to real world Marketing applications; 4) Be cognizant of ethical challenges in the realm of Consumer Marketing; 5) Be exposed to mainstream and current Consumer Marketing practices; and 6) Develop professional oral and written skills based on a class project.

Required textbook:

CONSUMER BEHAVIOR

Author: SOLOMON

Edition: 13TH 20

Published Date: 2020

ISBN: 9780135225691

Publisher: RENT PEARS

***OUR SCHEDULE WILL RUN ON CENTRAL STANDARD TIME.**

Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, Room 314, (903)886-5133.

COURSE GRADING: Final grades are based upon the Official University policy.

Grade Distribution: The following scale will be used to grade the student:

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

Four individual exams (400 points)

Two Individual Cases (200 points)
Total (600 points)

PLEASE NOTE: All assigned works must be completed on the due date. Any late exam, case, and paper will be graded to zero. No extensions or make-ups will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.

Individual Cases

This individual case (as a **Word document**) is to be submitted directly to the **DROPBOX under corresponding week**. *Late projects will not be acceptable*. Please use Times New Roman, 12 point font, and APA format to write at least **ONE FULL page content with single-spaced (title page and references are not counted)**, and then submit it to DROPBOX. **All articles have already been posted in Doc Sharing of D2L.**

Case 1: Please read the article below and answer the question: If you are a business manager, how to use product nutrition to stimulate consumers to create wealth? Please provide relevant real business examples to support your answer.

Article: Cao, Z., Yan, R. (2016). *Health creates wealth? The use of nutrition claims and firm financial performance*. **Journal of Public Policy & Marketing**, 35(1), 58-75.

Case 2: Please read the article below and summarize your reading and idea. Please provide relevant business examples to illustrate the importance of product nutrition.

Article: Cao, Z., Yan, R. (2021). *Product nutrition, innovation, advertising, and firm's financial gains*. **Journal of Business Research**, 133, 13-22.

IMPORTANT: turnitin.com will be used to check the submitted case papers. **No paper will be accepted for grading if the turnitin.com percentage is greater than 20%. For a grade "A" project, its turnitin must be less than 8%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.**

All works must be completed on time. Late works will not be acceptable.

EXAMS: There are 4 exams that cover approximately 3 or 4 chapters each. Each exam has approximately 50 multiple choice questions (MC) that will be used to test your knowledge of all materials associated with the course, such as the text, lectures, videos, and possible discussions. Each exam is weighted equally. The exam time limit is 2 hours. You will not be able to print exams. Exams are not reset-able. Access to the exams will be restricted after the due date. **Please see specific exam schedule in the course schedule below.**

Exams will be open from Monday to Sunday midnight of exam week and are open book and any materials. Instructors also will remind you of the exam dates through emails. Please check your

email frequently. These will be INDIVIDUAL exams and are not intended for any type of group work. **You have two opportunities for each exam. I will pick up the highest grade.**

COURSE SCHEDULE

Week 1

- Please read chapters 1-4

Week 2

- Please read chapters 1-4 again

Week 3

- **Exam I (CH 1-4); Deadline is Sunday of week 3**

Week 4

- Please read chapters 5-6

Week 5

- Please read chapters 7-8

Week 6

- Please complete Case 1; **Deadline is Sunday of week 6**

Week 7

- Please read chapters 9-10

Week 8

- **Exam II (CH 5-8); Deadline is Sunday of week 8**

Week 9

- Please read chapter 11

Week 10

- Please read chapters 9-11

Week 11

- Please read chapters 9-11 again

Week 12

- Please read chapters 12-13
- **Exam III (CH 9-11); Deadline is Sunday of week 12**

Week 13 (11/22-28)

- Please read chapter 14

Week 14

- Please read chapters 12-14 again

Week 15

- **Exam IV (CH 12-14); Deadline is Sunday of week 15**

Week 16

- Case 2 is due

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Attendance/Lateness, Late Work, Missed Exams and Quizzes and Extra Credit

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

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).

<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>

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.