

MKT 311: CONSUMER BEHAVIOR

Fall 2024 Syllabus

- COURSE:** Consumer Behavior, MKT 311, 01
- CLASS SCHEDULE:** Mondays & Wednesdays, 9:00– 10:15 AM
Classes: August 26 – December 7
Final Exam Period: December 9 - 14
- LOCATION:** Bell Tower 1422
- INSTRUCTOR:** Dr. Alysha Hachey, PhD, MBA.
Assistant Professor of Marketing
Martin V. Smith School of Business and Economics
My name is pronounced Dr. [Hashi] but you are also welcome to call me Dr. H.
- OFFICE:** Martin V. Smith Hall Office #1166
- CONTACT/EMAIL:** Email: alysha.hachey@csuci.edu
- OFFICE HOURS:** **In-Person Office Hours:** Mondays & Wednesdays 12:00-1:00pm
(Martin V. Smith Hall, Room 1166)
Virtual Office Hours: Tuesdays 12:00-1:00pm, or by appointment
Click to join the meeting: <https://csuci.zoom.us/j/88572613578>
Password: Tuesday
- REQUIRED TEXT:** **Consumer Behavior**
Ayalla Ruvio and Dawn Iacobucci ISBN: 978-1-119-91246-0 Published: 2023
Students can purchase/rent the textbook in the modality of their choosing.
Link:<https://www.wiley.com/en-us/Consumer+Behavior,+1st+Edition-p-9781119912460>
Please note, there will be supplementary reading materials in this course.
- DESCRIPTION:** A comprehensive study of behavioral models and concepts designed to help understand, evaluate, and predict consumer behavior. Stresses analytical thinking about consumer psychology and prediction of how marketing tactics may influence demand for products and services.
- PREREQUISITE(S):** MKT 310

PROGRAM LEARNING GOALS

Program learning goals include:

- Critical Thinking
- Oral Communication
- Written Communication
- Collaboration
- Conduct (Ethics)
- Competency in Discipline

STUDENT LEARNING OUTCOMES

Upon completion of this course, the student will be able to:

1. Write comprehensive case studies applying consumer behavior issues to strategic marketing. (3,5)
2. Design, generate, and describe orally and in writing pricing strategies utilizing elements of the behavioral model. (1,2,3)
3. Design and create advertising and promotions utilizing elements of the behavioral model (1,5), 6) Collaboration

*Aligns with Program Learning Goals for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) Conduct (Ethics), 5) Competencies in discipline

EVALUATION: The final grade will be based on a total of 100 points allocated as follows:

Activity	Weight	Date
Active Learning (I)	10%	In class throughout the term
Attendance & Participation (I)	5%	In class throughout the term
CBA Presentations (I)	20%	Slides due Oct 27. CBA Presentations Oct 28-30
Brand Analysis Report (G)	20%	Nov 27
Brand Analysis Presentation (G)	15%	Dec 2-4
Unit Exams (Best 2 of 3) (I)	30%	Sept 30, Nov 4, & TBA (see final exam schedule)
Total	100%	

(I) Individual; (G) Group

ATTENDANCE & PARTICIPATION

Participation will be evaluated based on demonstrated **preparedness**, **attendance**, **attitude**, **punctuality** and **contribution** to in-class discussions, presentations and activities.

Significant participation marks will be deducted for each of the following:

- Irregular attendance, absence from mandatory classes or insufficient contribution
- Distracting others with cell phone/laptop use or by talking during lectures/group presentations
- Arriving to class late or leaving/packing up early

To receive 4/5 or higher for participation, students will:

- Maintain attendance and contribute to class activities regularly
- Maintain a positive attitude both in the classroom and with their peers
- Arrive on time and practice technology etiquette (adhere to the phone policy)

Students are welcome to monitor their participation grade throughout the term in office hours. Students are responsible for keeping up with their course work after an absence.

CLASS POLICIES

PHONE POLICY

Cell phones or recording devices are not to be taken out/used in the class. The professor may make an exception to this rule for the purpose of a class activity, however, cell phones are not permitted during lectures or student presentations. Students will earn participation marks for their class contribution, and for treating the classroom in a professional manner with punctuality and technology etiquette. *(If there are extenuating circumstances, please discuss it with the professor before class).*

UNIT EXAMS

In this course, we will be covering three units of content and there will be an exam for each unit. Unit exams will typically include both multiple-choice and short answer questions, and are based on both textbook and class material. Unit exams will take place in class on the dates scheduled. Please note, a student's unit exam grade will be based on their best two unit exams. Exams will not be rescheduled as this policy (best 2 of 3 exams) is in place for an event or circumstance in which a student is unable to attend an exam. The unit 3 exam date will be posted on the official final exam schedule.

ACTIVE LEARNING

This marketing class will be interactive, and we will be learning from one another. As such, there will be in-class assignments, activities, case studies, and/or presentations that will be graded throughout the term. Students can miss 2 in-class breakout activities (through the semester) and still receive a perfect active learning score. These in-class assignments will be typically completed in groups. They are to be completed in class and turned in before you leave. Ensure the names of all present group members are labeled clearly to receive the mark.

ASSIGNMENT SUBMISSIONS

All assignments are to be submitted on Canvas by 11:59pm on their deadline. (See Class Schedule for due dates). Students are responsible for submitting assignments on time. If a student has not received prior permission for late submission from the professor, then the late assignment will receive a grade of zero. Late submissions will be penalized 10% per calendar day following the due date.

If a student arrives late for their group presentation they will receive a 25% penalty on their presentation grade, if they are absent, they will receive a grade of zero. Penalties can only be waived if a student obtained **prior permission and provides documentation** of a family emergency or medical condition within two days of the presentation date (medical note required).

CONSUMER BEHAVIOR ANALYSIS (CBA) PRESENTATION

For this individual presentation, students will select a behavior of their choosing and create a presentation that provides insights into how to promote better consumption practices. Some approved examples of behaviors may include: exercising, saving money, eating well, or quitting a habit (such as smoking, vaping or gambling, excessive social media use), etc. A detailed assignment sheet will be available on Canvas.

BRAND ANALYSIS REPORT & PRESENTATION

In this group project, students will prepare a report and presentation in which they apply their learning to a product/organization of their choosing. Students will describe and analyze key marketing activities while highlighting relevant consumer behavior theories and concepts. The purpose of this assignment is for students to build their marketing vocabulary and develop the ability to apply foundational consumer behavior concepts to contemporary organizations. A detailed assignment sheet will be available on Canvas.

Students will work in groups throughout the semester to develop the report and presentation. Students will receive a group mark on these group assignments. In the rare case that a group member does not contribute to the project, individual marks may be assigned. Note: Group members must make a genuine, constructive effort to encourage the involvement of its members, and to secure agreement on the team contract. Students also have an obligation to find out which group they are enrolled in and to contact this group.

REFERENCES

It is important to credit the original author of any idea to avoid plagiarism. Cite all sources using [APA Standards](#). Both a [reference list](#) and [in-text citations](#) are required. If you have any questions about APA Standards please ask for guidance. Submissions that do not appear to meet citations standards will be penalized.

GRADING: Your letter grade will be determined using the following scale:

Letter Grade	Percentages
A+	97 and up
A	94-96%
A-	90-93%
B+	87-89%
B	84-86%
B-	80-83%
C+	77-79%
C	74-76%
C-	70-73%
D+	67-69%
D	64-66%
D-	60-63%
F	0-59%

DISABILITY STATEMENT

If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall, or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of needed services. You can [apply for DASS services online](#). Faculty, students and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

ATTENDANCE POLICY

For absences with extenuating circumstances related to a medical condition or disability for which you may require reasonable accommodation, please refer to the Disability Statement.

ACADEMIC DISHONESTY

By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling or stealing any material for an examination, or substituting for another person may be considered violations of the [Student Conduct Code](#). If a student is found responsible for committing an act of academic dishonesty in this course, the student may receive academic penalties including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Dean of Students office. For additional information, please see the faculty [Academic Senate Policy on Academic Dishonesty](#), also in the CI Catalog. Please ask about my expectations regarding academic dishonesty in this course if they are unclear.

CAMPUS TUTORING SERVICES

CSUCI has many free services to help you achieve your academic goals! You are encouraged to make early and regular use of the tutoring centers located in Broome Library, which offer free in-person and online tutoring support and academic success workshops. Many courses also have Embedded Peer Educators who lead regular study groups and exam review sessions. Working with a tutor is a great way to develop your learning habits, get clarification on an assignment, study for an exam, or get feedback on a paper or project. For writing assignments, communication-based projects, and multiliteracy development, please visit the [Writing and Multiliteracy Center](#). For subject-specific tutoring across many courses and disciplines, please visit the [Learning Resource Center](#).

DIGITALLY ACCESSIBLE COURSE MATERIALS ALLY

CSUCI is committed to providing you the best learning experience possible. With this goal, we have activated ALLY in your Canvas courses. ALLY is a product that focuses on making digital course content more accessible to all students. You will now be able to [download most course files in the format that fits best with your learning needs](#). PDF, HTML, .EPUB, and Audio files are now available for most content items. To learn more about formats available as well as what each format offers visit [Ally Support](#). Should you have any questions or experience issues while using ALLY, please contact the Solution Center at (805) 437- 8552.

CIVIL DISCOURSE

All students, staff and faculty on our campus are expected to join in making our campus a safe space for communication and civil discourse. If you are experiencing discomfort related to the language you are hearing or seeing on campus (in or out of classes), please talk with a trusted faculty or staff member. Similarly, please consider whether the language that you are using (in person or on Canvas) respects the rights of others to “engage in informed discourse and express a diversity of opinions freely and in a civil manner” (language from [Academic Senate Resolution SR 16-01](#), Commitment to Equity, Inclusion, and Civil Discourse within our Diverse Campus Community).

CIVIL DISCOURSE CONT.

In addition, students whose conduct adversely affects the learning environment in this classroom may be subject to disciplinary action. Students that disrupt this course may receive a verbal and written warning from the instructor, they may be excused from the class for the day, they may be excused from the class for up to one class period, and/or they may be referred to the Dean of Students office for further review and possible disciplinary action.

EMERGENCY INTERVENTION AND BASIC NEEDS

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals or experiencing homelessness/housing insecurity (e.g. sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries and basic necessities for current CI students. For additional assistance, please contact the Dean of Students office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up to date information on the Basic Needs Program at CI: <https://www.csuci.edu/basicneeds/>.

COUNSELING AND PSYCHOLOGICAL SERVICES (CAPS)

Counseling and Psychological Services (CAPS) provides a wide range of confidential services to assist students in achieving their academic and personal goals and well-being. Services include confidential short-term counseling, crisis intervention, group therapy, and assistance with community referrals for a wide range of mental health concerns. Students can also meet with trained Mental Health Peers for support regarding school-related anxiety. CAPS is located in Bell Tower East Room 1867. Appointments are available in person and via telehealth. Appointments can be scheduled by calling 805-437-2088, by email at caps@csuci.edu, or by walking into the clinic. For more information, visit the [CAPS website](#). **Crisis phone support is available 24/7 by calling 855-854-1747 or by calling or texting 988.**

TITLE IX AND INCLUSION

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSU Channel Islands prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSU Channel Islands' commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit <https://www.csuci.edu/titleix/>.

CLASS RECORDING POLICY

Students may not record (audio or video) in this class except in accordance with approved ADA accommodations. Any recordings made in connection with a disability accommodation are for the student's personal academic use only and may not be distributed in any manner to any other individual.

AI POLICY

In this course, AI may be used to assist in 1) idea generation and 2) development of marketing visuals and 3) other explicitly stated uses. When AI or large language models (LLMs) such as ChatGPT are used for permitted uses, students are to provide a short statement at the end of the assignment explaining which AI tool was used and how it was used (3-5 sentences). **AI is NOT permitted for UNIT EXAMS, nor for written assignment content.**

QUESTIONS?

If you have questions, please feel free to contact me at alysha.hachey@csuci.edu. I typically respond to emails within two business days. Students are also more than welcome to stay after class to ask questions or send me an email to set up a meeting/appointment.

TENTATIVE CLASS SCHEDULE:

Note: The syllabus may change due to unforeseen events & flexibility during the semester. Changes will usually be announced in class as well as updated on the course site in Canvas.

WEEK	DATES	TOPICS/IMPORTANT DATES	READINGS/ DUE DATES
Week 1	Aug 26-30	<ul style="list-style-type: none"> Welcome to Consumer Behavior! Introduction: Consumers are key to a company's success 	Chapter 1
Week 2	Sept 2-6	<ul style="list-style-type: none"> Sept 2 – Labor Day - No Class Consumers' insights as drivers of marketing strategies 	Chapter 2
Week 3	Sept 9-13	<ul style="list-style-type: none"> Consumers' insights as drivers of marketing strategies <ul style="list-style-type: none"> STP & Marketing Mix How (and why) to listen to consumers <ul style="list-style-type: none"> Marketing Research & Big Data 	Chapter 2 Chapter 3
Week 4	Sept 16-20	<ul style="list-style-type: none"> How Consumers Make Decisions 	Chapter 4
Week 5	Sept 23-27	<ul style="list-style-type: none"> Post-Purchase Behavior Review chapters 1-5 	Chapter 5 Unit Exam Review
Week 6	Sept 30-Oct 4	<ul style="list-style-type: none"> Unit Exam I – Monday, Sept 30 The Irrational Consumer 	Unit Exam I – Sept 30 Chapter 6
Week 7	Oct 7-11	<ul style="list-style-type: none"> Consumer Motivations and Emotions Consumer Personality and Self-Concept 	Chapter 7 Chapter 8
Week 8	Oct 14-18	<ul style="list-style-type: none"> Learning and Memory Do Good Consumption 	Chapter 9 Chapter 15
Week 9	Oct 21-25	<ul style="list-style-type: none"> Do Good Consumption Consumer Attitude Formation and Change 	Chapter 15 Chapter 10
Week 10	Oct 28-Nov 1	<ul style="list-style-type: none"> CBA Presentations– Monday, Oct 28*-30* Review chapters 6-10, 15 	CBA Slides due Oct 27 Unit Exam Review
Week 11	Nov 4-8	<ul style="list-style-type: none"> Unit Exam II – Monday, Nov 4 Consumers' Perception 	Unit Exam II – Nov 4 Chapter 11
Week 12	Nov 11-15	<ul style="list-style-type: none"> November 11 – Veterans' Day – No Class Consumers' Social and Cultural Context 	Chapter 12
Week 13	Nov 18-22	<ul style="list-style-type: none"> The Global Consumer Group Work Day – Wednesday, Nov 20* 	Chapter 13 Group Work
Week 14	Nov 25-29	<ul style="list-style-type: none"> Social Media Brand Analysis Report: Due Wednesday, Nov 27 	Chapter 14 Brand Analysis Report: Due: Nov 27
Week 15	Dec 2-6	<ul style="list-style-type: none"> Brand Analysis Presentations Dec 2-4 Review chapters 11-14 	
Weeks 16/17	TBA	<ul style="list-style-type: none"> Final Exam/Unit Exam III The Final Exam (aka Unit Exam III) will have an emphasis on chapters 11-14 	Final Exam – TBA

* Signifies required attendance