

Summer 2023 Quad I

Meeting days: N/A	Instructor: Diane Law, DBA
Meeting times: N/A	Phone: (408) 472-7085
Meeting location: Online	E-mail : dlaw@pointloma.edu
Final Exam: N/A	Office location and hours: By appointment
Additional info:	

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

**Character – Professionalism – Excellence – Relationships – Commitment -
Innovation**

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

A study of how individuals process information and make purchase decisions. Topics include internal influences such as consumer psychology and personality, and external influences such as social environment and situational influences. A qualitative research study will provide special emphasis on understanding buying behavior to develop a marketing strategy.

COURSE LEARNING OUTCOMES

Upon completion of this course, students will be able to:

1. Exhibit an in-depth knowledge of key theories and concepts in the field of consumer behavior (PLO G1).
2. Create marketing strategies based on consumer behavior knowledge (PLO 2 & G2).
3. Analyze qualitative data to better understand consumer behavior and recommend marketing solutions (PLO 2 & G1).
4. Demonstrate effective written and verbal communication to convey information about consumer behavior topics (PLO 3).
5. Analyze ethical and faith-based issues relating to consumer behavior (PLO 4).
6. Collaborate with a team to produce a research report and presentation (PLO 5).

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

CB, 8th Edition
Authors: Babin and Harris
Publisher: Cengage 4ltrpress

ISBN: 13: 978-1-305-40323-9

ASSESSMENT AND GRADING

Activities and Point Distribution

Activity	Total Points
Chapter Discussions	110
Qualitative Research Videos	90
Exams	300
Consumer Behavior Fast Assignment	75
Individual Research Project	300
Current Research Topic Assignment	130
Total Points	1000

Points will be converted to grades as follows:

Points	Grade	Points	Grade
930-1000	A	730-769	C
900-929	A-	700-729	C-
870-899	B+	670-699	D+
830-869	B	630-669	D
800-829	B-	600-629	D-
770-799	C+	0-599	F

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 8 weeks. It is anticipated that students

will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

At the Mission Valley (MV) campus we have an onsite chaplain, Rev. Gordon Wong, who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request with Rev. Wong you can contact him directly at mvchaplain@pointloma.edu or gordonwong@pointloma.edu. Rev. Wong's cell number is 808-429- 1129 if you need a more immediate response. In addition, on the MV campus there is a prayer chapel on the third floor which is open for use as a space set apart for quiet reflection and prayer.

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog.

See the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619- 849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic

accommodation plan (“AP”) to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student’s responsibility to make the first contact with the EAC.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all synchronous class session is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class sessions (virtual or face-to-face), the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered asynchronously, and attendance will be determined by submitting the assignments by the posted due dates. See [ADC Academic Policies in the Graduate and Professional Studies Catalog](#) in the Graduate and Professional Studies Catalog for additional detail. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

Asynchronous Attendance/Participation Definition: One day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating an academic activity within the online classroom which includes posting a graded activity in the course (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement).

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor.

SEXUAL MISCONDUCT AND DISCRIMINATION

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix.

COURSE MODALITY DEFINITIONS

1. **In-Person:** Course meetings are face-to-face with no more than 25% online delivery.
2. **Online:** Coursework is completed 100% online and asynchronously.
3. **Online Synchronous:** Coursework is completed 100% online with required weekly online class meetings.
4. **Hybrid:** Courses that meet face-to-face with required online components.

USE OF TECHNOLOGY

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work on time.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.

COURSE SCHEDULE AND ASSIGNMENTS

The 'official' and up-to-date schedule of all activities will be on the Canvas website. Make sure to check Canvas regularly.

Week	Readings	Assignment
1	Review Course in Canvas and Syllabus Read Chapter 1	QR Video Discussion #1 Chapter 1 Discussion
2	Read Chapter 2, 3	QR Video Discussion #2 Chapter 2 Discussion Chapter 3 Discussion Research Project Overview Assignment
3	Read Chapter 5	QR Video Discussion #3 Chapter 4 Discussion Test #1 Chapters 1, 2, 3 Consumer Behavior Fast Assignment #1

4	Read Chapter 5, 6	QR Video Discussion #4 Chapter 5 Discussion Chapter 6 Discussion Individual Annotated Bibliography
5	Read Chapter 8	QR Video Discussion #5 Chapter 8 Discussion Test #2 Chapters 4, 5, 6 Current Consumer Behavior Topic Assignment
6	Read Chapter 12, 13	QR Video Discussion #6 Chapter 12 Discussion Chapter 13 Discussion Consumer Behavior Fast Assignment #2
7	Read Chapter 14, 16	Chapter 14 Discussion Chapter 16 Discussion Test #3 Chapters 8, 12, 13 Transcripts and Recordings Assignment
8		Test #4 Chapters 14, 16 Qualitative Research Presentation Qualitative Research Paper