

Fermanian School of Business



BMK3033 Consumer & Organizational Buying Behavior

3 Units

Summer 2024

Meeting day: Thursday	Instructor title and name: Dr. Jamie Hess
Meeting times: 6 to 8:45 pm	Phone: 561-281-8325
Meeting location: BT-215	E-mail: jhess@pointloma.edu
Final Exam: August 29	Office location and hours: Before & after class or by Zoom as need

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.
2. Create marketing strategies based on consumer behavior knowledge.
3. Analyze qualitative data to better understand consumer behavior and recommend marketing solutions.
4. Demonstrate effective written and verbal communication to convey information about consumer behavior topics.
5. Analyze ethical and faith-based issues relating to consumer behavior.
6. Collaborate with a team to produce a research report and presentation.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Babin, B. & Harris, E. (2022). CB9 (Cengage, 9th Edition). ISBN: 978-0-357-51820-5

ASSESSMENT AND GRADING

<u>Sample</u> assignment distribution by percentage:	<u>Sample</u> grade scale:	
<ul style="list-style-type: none">• Attendance & Participation - 75• Chapter Discussions - 140• Qualitative Research Videos - 60• Exams - 300• Consumer Behavior Fast - 80• Group Project – 335• Course Evaluations - 10	A=930-1,000 A-=929-900 B+=870-899 B=830-869 B-=800-829 C+=770-799	C=730-769 C-=700-729 D+=670-699 D=630-669 D-=600-629 F=0-599

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.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

CONTENT WARNING

I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive various types of information. In Consumer Behavior, all of the class content, including that which may be intellectually or emotionally challenging, has been intentionally curated to achieve the learning goals for this course. The decision to include such material is not taken lightly. These topics include bias, consumer misbehavior, and consumer problem behavior. If you encounter a topic that is intellectually challenging for you, it can manifest in feelings of discomfort and upset. In response, I encourage you to come talk to me or your friends or family about it. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of consumer behavior, and I will support you throughout your learning in this course.

LANGUAGE AND BELONGING

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free.

Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

You may report an incident(s) using the [Bias Incident Reporting Form](#).

SEXUAL MISCONDUCT AND DISCRIMINATION

In support of a safe learning environment, 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 accommodations and resources 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, faculty and staff are 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.

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.

PLNU strives to be a place where you grow as a whole person. To this end we provide resources for our Graduate and Adult Undergraduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request please email mvchaplain@pointloma.edu.

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.

GPS ACADEMIC RESOURCES

PLNU offers the following free academic resources virtually for Graduate Professional Studies (GPS) Students. Visit myPLNU through the links below for more information.

- [The GPS Writing Center](#) offers:
 - **Zoom Writers Workshops** offered each quad on a variety of helpful topics
 - **One-to-one appointments** with the Writing Coach
 - **Microlearning YouTube Video Library** for helpful tips anytime
 - [Research Help Guide](#) to help you start your research

- The physical office is located on the third floor of the [Mission Valley Regional Center](#) off the student lounge
- [Academic Writing Resources Course](#): Found on your Canvas Dashboard, this course is non-credit with 24/7 access, no time limits, and self-paced content. [Watch a quick video run-through](#) and take time now to explore!
- [Tutoring](#): Students have access to 24/7 live or scheduled subject tutoring through Tutor.com, including a Paper Drop-Off Service with feedback within 12 hours.

We are here to support you! Contact us anytime: GPSWritingCenter@pointloma.edu

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 [Adult Undergraduate Academic and General Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below.

Statement: "In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work."

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 class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements.

If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an "F" grade.

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. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

Refer to [Academic Policies](#) for additional detail.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day.

COURSE SCHEDULE AND ASSIGNMENTS

Class	Chapter/Topics	Reading/Viewing	Homework
5/9	Course Introduction Can we eliminate bias?		Bias Discussion (10)
5/16	Attend the Executive Networking Event (10)		
5/23	Chp. 1 What is Consumer Behavior and Why Should I Care?	Chapter 1	Chapter 1 Discussion Question (10)
5/30	Chp. 2 Value and the Consumer Behavior Framework Qualitative Research Project Overview & IRB Requirements Video: What is Qualitative Research	Chapter 2 Qualitative Research Video #1	Chapter 2 Discussion Question (10) QR Video #1 Discussion Question (10)
6/6	Chp. 3 Consumer Learning Starts Here: Perception Video: Fundamentals of Qualitative Research Qualitative Research Project Teams	Chapter 3 Qualitative Research Video #2	Executive Interviews (25) Chapter 3 Discussion Question (10) QR Video #2 Discussion Question (10) Qualitative Research Project Ideas (10) Consumer Behavior Fast #1 (25)

6/13	Finding Research Test #1 (75)	Chapters 1, 2, 3 + QR Videos 1 & 2	Annotated Bibliography (40) IRB Certification (15)
6/20	Chp. 4 Comprehension, Memory and Cognitive Learning IRB Proposal Working Session Videos: Interviews & Focus Groups	Chapter 4 Qualitative Research Videos #3 & 4	Chapter 4 Discussion Question (10) QR Videos #3 & 4 (20)
6/27	IRB Proposal Presentation		IRB Proposal (50) Peer Evaluation #1 (10)
7/4	4th of July		
7/11	Chp. 5 Motivation and Emotion: Driving Consumer Behavior Chp. 6 Personality, Lifestyles, and the Self-Concept	Chapter 5 Chapter 6	Chapter 5 Discussion Question (10) Chapter 6 Discussion Question (10) IRB Approval (P/F) Mid-Course Evaluation (5)
7/18	Chp. 8 Group & Interpersonal Influence Test #2 (75)	Chapter 8 Chapters 4, 5, 6 + QR Videos 3 & 4	Chapter 8 Discussion Question (10)
7/25	Chp. 9 Consumer Culture Chp. 11 Consumers in Situations Videos: Data Analysis & Rigor in QR	Chapter 9 Chapter 11 Qualitative Research Videos #5 & 6	Chapter 9 Discussion Question (10) Chapter 11 Discussion Question (10) QR Videos #5 & 6 (20)
8/1	Project Presentations Test #3 (75)	Chapters 8, 9, 11 + QR Videos 5 & 6	Transcripts & Recordings (50) Consumer Behavior Fast #2 (25)
8/8	Chp. 12 Decision Making I: Need Recognition & Search Chp. 13 Decision Making II: Alternative Evaluation & Choice	Chapter 12 Chapter 13	Chapter 12 Discussion Question (10) Chapter 13 Discussion Question (10) Research Themes (15) Peer Evaluation #2 (10)
8/15	Chp. 14 Consumption to Satisfaction Chp. 16 Consumer & Marketing Misbehavior	Chapter 14 Chapter 16	Chapter 14 Discussion Question (10) Chapter 16 Discussion Question (10)
8/22	Final Presentations		Presentation Slides (50) IDEA Course Evaluation (5)

8/29	Test #4	Chapters 12, 13, 14 & 16	Final Paper (50) Consumer Behavior Fast #3 (25) Peer Evaluation #3 (10)
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