

Fall 2025 - Section 1

Meeting days: Wednesday	Instructor title and name: Christina Kalberg, MBA
Meeting times: 2:55 – 5:40 p.m.	Phone: 760-532-4849
Meeting location: FSB 101	E-mail: ckalberg@pointloma.edu
Final Exam: Wednesday, Dec. 17 from 1:30-4:00 p.m.	Office location and hours: FSB 126 Mondays and Wednesdays from 9a-10:45a. Wednesdays before or after class.

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).

COMMON MARKETING PROGRAM FRAMEWORK

The Marketing program at Point Loma Nazarene University embraces the following philosophy.

1. We are Market Oriented. This means that we seek to understand the changing markets and to build win-win value propositions that serve our customers/constituencies.
2. Because we are Market Oriented, we strive to practice marketing by the following principles.
 - We believe that the MARKET should shape how we practice Marketing
 - We believe that Marketing Strategy (how an organization establishes a sustainable competitive advantage) guides Tactics (the product/service value proposition, how it is communicated and how it is executed)
 - We do not want to be myopic...meaning that as the market changes, we must adapt. What worked before may not work in the future.

The Marketing Advisory Board has developed a framework, unique to PLNU Marketing. We call it the UCAM (YOU CAN!). The UCAM is a direct result of the philosophy of marketing above. In the program, students experience and practice being a **Marketing Problem Solver**.

"We are problem solvers."

This course, and every Marketing course, will give you exposure to and practice with the UCAM.

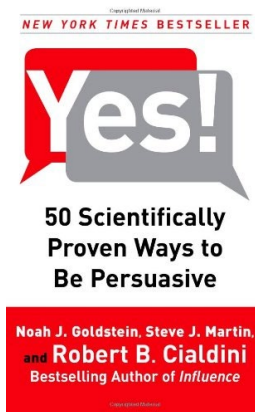
- U-Uncover customer need/problem
- C-Connect insights to understand customer need/problem
- A-Activate marketing solutions
- M-Measure results

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 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

REQUIRED TEXT

Yes!: 50 Scientifically Proven Ways to Be Persuasive



ISBN 9781416576143

To purchase on Amazon, go [HERE](#)

LomaBooks Instructions for Students:

*This course is part of our course material delivery program, **LomaBooks**. The bookstore will provide each student with a convenient package containing all required physical materials; all digitally delivered materials will be integrated into Canvas.*

You should have received an email from the bookstore confirming the list of materials that will be provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pick up or home delivery). If you have not done so already, please confirm your fulfillment preference so the bookstore can prepare your materials.

*For more information about **LomaBooks**, please go [HERE](#)*

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use alternative sources of intelligence (AI) tools (e.g., ChatGPT, iA Writer, Gemini, etc.) in this course for brainstorming and idea generation. You may NOT use AI on exams in this course or cite AI as a source for any research or evidence-based work. Follow the professor's verification process outlined below when using AI to help you find information to include in your marketing efforts:

1. Cross-reference it by searching for the same information on sources like Google or Google Scholar. Find two or more sources that contain the same piece of information.
2. Establish the credibility of each source in step 1. To do so, check who else is citing the source (at least one other) and determine whether the information is current (within the past 12 months).
3. Follow Google's E-EAT guidelines (experience, expertise, authority, and trustworthiness). Provide at least two additional sources that establish the company as an authority on the piece of information

based on points 1 and 2 above. Cite both sources using APA 7th edition in-text and reference guidelines.

Any work that utilizes AI-based tools must be clearly cited per APA 7th edition guidelines. Here is an example of a proper citation:

OpenAI. (2025). *ChatGPT* (version 3.5) [Large language model]. Retrieved from <https://chat.openai.com/chat>.

Plagiarism is defined as using or taking credit for someone else's work without permission or acknowledgment. If you use AI tools to generate work in this course and do not properly cite it then it is considered plagiarism and will be reported to the university as an Academic Integrity violation. In addition to reporting plagiarism to the university, students who use AI to generate work and do not properly cite it will receive a zero on the assignment submitted.

Students must provide a copy of the AI-generated work along with the proper citation. *The AI-generated work is not sufficient.* You must "own" the work by making revisions that align with the specific assignment objective(s) and it must be clear that your final submission is uniquely your "own" work. Credit will not be given for work that is AI-generated, without evidence of your "human touch."

Lastly, you may not copy and paste anything from the textbook, required text, or required reading material(s) used in this course and upload it into an AI tool. That is copyright infringement and will be dealt with as an academic honesty integrity violation.

ASSESSMENT AND GRADING

Assignment distribution by points: • In-class Assignments 100 points (late = half points / absent = no points) • Beyond the Bottom Line Challenge 300 points (150/150) • Consumer Behavior Fast 100 points • Consumer Behavior Sentiment Analysis Project 200 points • Exams 300 points (150/150)	<u>Sample grade scale:</u> <table><tr><td>A=930-1,000</td><td>C=730-769</td></tr><tr><td>A-=929-900</td><td>C-=700-729</td></tr><tr><td>B+=870-899</td><td>D+=670-699</td></tr><tr><td>B=830-869</td><td>D=630-669</td></tr><tr><td>B-=800-820</td><td>D-=600-629</td></tr><tr><td>C+=770-799</td><td>F=0-599</td></tr></table>	A=930-1,000	C=730-769	A-=929-900	C-=700-729	B+=870-899	D+=670-699	B=830-869	D=630-669	B-=800-820	D-=600-629	C+=770-799	F=0-599
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C+=770-799	F=0-599												

DUE DATES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned-in when they are due—see details in Canvas. Late work will not be accepted for credit except the following University-sanctioned circumstances: illness (with doctor's note), death, university-sponsored field trip or activity, military obligation, religious holiday. There are no makeup quizzes or exams.

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 RECORDING NOTIFICATION

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

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 [Academic Policies](#) 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 class sessions is considered essential to optimum academic achievement. 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 drop date or, after that date, receive the appropriate grade for their work and participation.

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.

SPIRITUAL CARE

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the [Office of Spiritual Life and Formation](#).

INSTRUCTOR FEEDBACK

Assignments will be graded as soon after the due date as possible and grades for the week will be posted to the Canvas gradebook by the following week. If an immediate response is needed email or phone the instructor.

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.

COURSE SCHEDULE AND ASSIGNMENTS*

Date	Topics	Readings/Activities	Discussion	Homework Assignments	In-Class Assignments
Sep. 3	Course introduction & Introduction to Consumer Behavior Influence tactics – Reciprocity	Goldstein et al. chapters 9-13	-Chapters 9-13		
Sep. 10	Influence tactics – Commitment	Goldstein et al. chapters 14-18; 20-21	-Chapters 14-18; 20-21		Pro/Con Debate #1

Sep. 17	Influence tactics – Liking & Authority	Goldstein et al. chapters 29-32; 22	-Chapters 29-32; 22		Pro/Con Debate #2
Sep. 24	Influence tactics – Social Proof & Scarcity	Goldstein et al. chapters 1-4; 33-34	-Chapters 1-4; 33-34		Pro/Con Debate #3
Oct. 1	Perception – Subliminal perception; Exposure to Messages;	Hallinan chapter “Why we make mistakes”	-Hallinan	Beyond the Bottom Line Challenge Video for Instructor Due 10/7	Pro/Con Debate #4
Oct. 8	Perception - Attention to Messages; Interpretation of Messages	Hallinan chapter “Why we make mistakes” Cialdini chapter “Commanders of attention 1” Goldstein et al. chapter 41 Ariely chapter “The effect of expectations”	-Hallinan, Cialdini, and Ariely	Beyond the Bottom Line Challenge Client Presentation Slides Due 10/14	Pro/Con Debate #5
Oct. 15	Sales Pitch Presentations			Study for Midterm Exam	
Oct. 22	Midterm Exam	Midterm Exam (150)		CB Sentiment Analysis Project Deliverable #1 Due 10/29	
Oct. 29	Consumer learning – Classical and operant conditioning; Learning and memory	Goldstein et al. chapter 40 Dalakas article “Want to improve motivation? Try this reward”	-Goldstein Chapter 40 & Dalakas	CB Fast Deliverable #1 Due 11/4	Pro/Con Debate #6
Nov. 5	Self-concept, motivation, and emotions; Consumer Attitudes	Goldstein et al. chapter 44; 19, 26-28, 35-36, 45-46	-Chapter 44, 19, 26-28, 35-36, 45-46		Pro/Con Debate #7
Nov. 12	Consumer Behavior and Ethics	Goldstein et al. chapter 43	--Chapter 43	CB Sentiment Analysis	Pro/Con Debate #8

				Project Deliverable #2 Due 11/18	
Nov. 19	Social Influences	Dalakas article “Why sports fans need villains” McRaney chapter “The spotlight effect” Thaler and Sunstein chapter “Following the herd”	-Dalakas, McRaney, Thaler and Sunstein		Pro/Con Debate #9
Nov. 26	No Class – Happy Thanksgiving				
Dec. 3	Judgment and decision-making; Judgment and decision-making post-purchase	Ariely chapter “The truth about relativity” Dalakas article “It’s all relative” Goldstein et al. chapters 6-7 Schwartz chapter: “‘If only...’: The problem of regret”	-Ariely, Dalakas, Goldstein Chapters 6-7 and Schwartz	CB Fast Deliverable #2 Due 12/9 CB Sentiment Analysis Project Deliverable #3 Due 12/9	Pro/Con Debate #10
De. 10	CB Fast Presentations & CB Sentiment Analysis Project Presentations			Study for Final Exam	
Dec. 17 1:30p	Final Exam	Final Exam (150)			

*Assignment dates may change. Please check Canvas for due dates.