Course Syllabus

Jump to Today

Fermanian School of Business

BMK3033 Consumer and Organizational Buying Behavior

3 Units

Fall 2026, Quad 2

October 26 – December 20

Meeting Day/Time: Asynchronous

Meeting Location: Online

Instructor: Austin Helton

Email: ahelton@pointloma.edu (mailto:ahelton@pointloma.edu)

Phone: *By appointment*

Office Location and Hours: *By appointment*

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. cultures.

Course Description

This course aims to understand consumers and the factors that influence their decision-making. Special emphasis is placed on the principles of influence tactics, with a focus on using them in marketing and sales in ways that are both strategically effective and grounded in integrity. Students will explore key theories and concepts from consumer and social psychology, applying them to practical situations that enhance their understanding both as consumers and as marketers.

Course Learning Outcomes

The student who successfully completes this course 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. Connect theory of Business to Consumer (B2C) and Business to Business (B2B) buyer behavior to professional sales practices (PLO 2, G1 & G2).
4. Analyze qualitative data to better understand consumer behavior and recommend marketing solutions (PLO 2 & G1).
5. Demonstrate effective written and verbal communication to convey information about consumer behavior topics (PLO 3).
6. Analyze ethical and faith-based issues relating to consumer behavior (PLO 4).
7. Collaborate with a team to produce a research report and presentation (PLO 5).

Program Learning Outcomes

The student who successfully completes Bachelor of Business Administration will be able to:

1. Exhibit general knowledge of theories and practices in the core areas of business.
2. Critically analyze and apply business knowledge to solve complex business situations.
3. Demonstrate effective business communication through both written and verbal means.
4. Formulate decisions informed by ethical values.
5. Collaborate effectively in teams.

Institutional Learning Outcomes

1. **Learning, Informed by our Faith in Christ**
   Students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits of the mind that foster lifelong learning.
2. **Growing, in a Christ-centered Faith Community**
   Students will develop a deeper and more informed understanding of others as they negotiate complex professional, environmental, and social contexts.
3. **Serving, in a Context of Christian Faith**
   Students will serve locally and/or globally in vocational and social settings.

Required Texts and Recommended Study Resources

- Babin, Barry J. and Harris, Eric. (2022). *CB*, 9th ed, Cengage Learning ISBN: 978-0-357-51820-5
- Various online articles and videos.

Note: Students are responsible for having the required textbooks prior to the first day of class. Students are also encouraged to begin reading the books in preparation for the class as soon as possible.

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. All supplemental materials posted on this course site (including articles, book excerpts, or other documents) are provided for your personal academic use. These materials may be protected by copyright law and should not be duplicated or distributed without permission of the copyright owner.

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.

Assessment and Grading

Student grades will be posted in the Canvas grade book no later than midnight on Tuesday of each week beginning in Week Two of this course. It is important to read the comments posted in the grade book as these comments are intended to help students improve their work. Final grades will be posted within one week of the end of the class. Grades will be based on the following:

Distribution of Points

Course Assignments	Points
Chapter Discussions (12x15pts each)	180
Exams	300
Consumer Behavior Fast	75
Consumer Insights Project	325
Consumer Behavior Paper	120
Total Points	**1000**

Standard Grade Scale Based on Percentages

A	B	C	D	F
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

Students must complete the required program hours in the major (program) from Point Loma Nazarene University with a minimum grade of "C" in each course and an overall 2.00 grade point average.

Incompletes and Late Assignments

All assignments are to be submitted by the due dates. There will be a 20% reduction of possible points for **each day** an assignment is late, and assignments will **not be** accepted for credit three days after the due date. If missing assignments result in the failure to meet learning outcomes, you may receive a letter grade reduction on the final grade in addition to the loss of points for missing work. Assignments will be considered late if posted after the due date and time using Pacific Standard Time. No assignments will be accepted after midnight on Sunday night, the last day of class.

Exceptions for extenuating circumstances must be pre-approved by the instructor and the program director.

Incompletes will only be assigned in extremely unusual circumstances.

PLNU Spiritual Care

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. We have onsite chaplains at our different campuses who may be available during class break times across the week. If you have questions or a desire to meet or share any prayer requests with our chaplains, you can find them at the **Chaplain's Page via myPLNU. (https://my.pointloma.edu/pages/chaplains)**

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 (https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures)** 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 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.

For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See **Adult Undergraduate Academic and General Policies** (https://pointloma-public.courseleaf.com/aug-catalog/academic-general-policies/#text) 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 Behavior Policy

Both faculty and students at Point Loma Nazarene University have the right to expect a safe and ordered environment for learning. Students are expected to take the initiative to learn and conduct themselves in a mature and civil manner in the classroom environment. Any student behavior that is disruptive or threatening is a serious affront to Point Loma Nazarene University as a learning community. Students who fail to adhere to these behavioral standards may be subject to disciplinary action, including removal from class or further university sanctions. For a full definition of disruptive behavior, response procedures, and the appeal process, please consult the **Academic Behavior Policy** (https://pointloma-public.courseleaf.com/aug-catalog/academic-general-policies/) in the **University Catalog.** (https://pointloma-public.courseleaf.com/aug-catalog/)

Artificial Intelligence (AI) Policy

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc) 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.

PLNU Academic Accommodations Policy

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). 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 work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request.

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. Accommodations are not retroactive, so clarifying with the professor at the outset is one of the best ways to promote

positive academic outcomes.

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 ensure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

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.

If you (or someone you know) have experienced a bias incident regarding language, you can find more information on reporting and resources at **www.pointloma.edu/bias** **(http://www.pointloma.edu/bias)** .

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** **(https://www.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.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias

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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** **(https://pointloma-public.courseleaf.com/aug-catalog/academic-general-policies/)** for additional details.

Synchronous Attendance/Participation Definition

For synchronous courses that have specific scheduled meeting times (including in-person, hybrid, and synchronous online courses), absences are counted from the first official meeting of the class regardless of the date of the student's enrollment. For courses with specific attendance requirements, those requirements are outlined in the course syllabus.

Note: For synchronous courses with an online asynchronous week, refer to the Online Asynchronous Class Attendance policy listed below.

Online Asynchronous Attendance/Participation Definition

Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs
- Initiating contact with faculty member within the learning management system to discuss course content

Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

Course Modality Definitions

1. Online Courses: These are courses with class meetings where all instruction and interaction are fully online.
    1. Synchronous Courses: At least one class meeting takes place at a designated time.
    2. Asynchronous Courses: All class meetings are asynchronous.
2. Hybrid Courses: These are courses with class meetings that take place both in the classroom and online synchronously and/or asynchronously.
3. In-Person Courses: These are courses that meet in person with the instructor and students in a physical classroom setting. With approval by the area dean, this may include up to 25% of qualified class interactions through a Learning Management System (such as Canvas).

Use of Technology

In order to be successful in the online or hybrid environment, you'll need to meet the minimum technology and system requirements; please refer to the ***Technology and System Requirements*** **(https://help.pointloma.edu/TDClient/1808/Portal/KB/ArticleDet?ID=108349)** information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use. Please note that any course with online proctored exams requires a computer with a camera (tablets are not compatible nor allowable) 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.

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 (https://my.pointloma.edu/pages/writing-center-gps) 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 (https://my.pointloma.edu/pages/research-help)** to help you start your research
    - The physical office is located on the third floor of the **Mission Valley Regional Center (https://maps.app.goo.gl/CRXui8PJUnSkvokC9)** off the student lounge
- **Academic Writing Resources Course (https://canvas.pointloma.edu/courses/64301) :** 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 (https://youtu.be/JB8MmVPznFI)** and take time now to explore!
- **Grammarly (https://www.grammarly.com/edu/point-loma-nazarene-university-graduate-professional-studies)** : Students have unlimited FREE access to Grammarly for Education, a trusted tool designed to help enhance writing skills by providing real-time feedback, identifying areas for improvement, and providing suggestions. Grammarly's Generative AI is NOT available with our student accounts.
- **Tutoring (https://my.pointloma.edu/pages/tutoring-gps)** : 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.

Assignments-at-a-Glance

The course summary below lists our assignments and their due dates. Click on any assignment to review it.

Course Summary:

Date	Details	Due
Mon Oct 26, 2026	Academic Honesty Verification Statement (https://canvas.pointloma.edu/courses/91490/assignments/1379076)	due by 11:59pm
Tue Oct 27, 2026	Introductions and Examining Bias (https://canvas.pointloma.edu/courses/91490/assignments/1379083)	due by 11:59pm
Fri Oct 30, 2026	WK1 Discussion: Chapter 1 - What is Consumer Behavior and Why Should I Care? (https://canvas.pointloma.edu/courses/91490/assignments/1379094)	due by 11:59pm
Tue Nov 3, 2026	WK2 Discussion: Chapter 2 - Value and the Consumer Behavior Value Framework (https://canvas.pointloma.edu/courses/91490/assignments/1379093)	due by 11:59pm
	WK2 Discussion: Chapter 3 - Consumer Learning Starts Here: Perception (https://canvas.pointloma.edu/courses/91490/assignments/1379088)	due by 11:59pm
Fri Nov 6, 2026	Discussion Reminder	to do: 11:59am
Sun Nov 8, 2026	Consumer Behavior Fast Assignment #1 (https://canvas.pointloma.edu/courses/91490/assignments/1379096)	due by 11:59pm
	Qualitative Research Project Step 1 (https://canvas.pointloma.edu/courses/91490/assignments/1379103)	due by 11:59pm
Tue Nov 10, 2026	Optional Office Hours (https://canvas.pointloma.edu/courses/91490/assignments/1379101)	due by 5:30pm
	WK3 Discussion: Chapter 4 - Comprehension, Memory, and Cognitive Learning (https://canvas.pointloma.edu/courses/91490/assignments/1379087)	due by 11:59pm
Fri Nov 13, 2026	Discussion Reminder Week 3	to do: 11:59am
Sun Nov 15, 2026	Current Consumer Behavior Topic Paper (https://canvas.pointloma.edu/courses/91490/assignments/1379099)	due by 11:59pm
Tue Nov 17, 2026	WK4 Discussion: Chapter 5 - Motivation and Emotion: Driving Consumer Behavior (https://canvas.pointloma.edu/courses/91490/assignments/1379086)	due by 11:59pm
	WK4 Discussion: Chapter 6 - Personality, Lifestyles, and the Self-Concept (https://canvas.pointloma.edu/courses/91490/assignments/1379085)	due by 11:59pm
	WK4 Discussion: Consumer Behavior Topic Pressentation	due by [illegible]m

Date	Details	Due
	(https://canvas.pointloma.edu/courses/91490/assignments/1379082)	
Fri Nov 20, 2026	Test #1 Chapters 1, 2, & 3 (https://canvas.pointloma.edu/courses/91490/assignments/1379078)	due by 11:59pm
	Discussion Reminder Week 4	to do: 11:59pm
Sun Nov 22, 2026	BBA Mid-Course Survey (https://canvas.pointloma.edu/courses/91490/assignments/1379081)	due by 11:59pm
	Qualitative Research Project Step 2 (https://canvas.pointloma.edu/courses/91490/assignments/1379104)	due by 11:59pm
Mon Nov 23, 2026	Optional Office Hours - Exam Review & Project Questions (https://canvas.pointloma.edu/courses/91490/assignments/1379102)	due by 5:30pm
	Chapter 8 Video Lecture	to do: 11:59pm
Tue Nov 24, 2026	WK5 Discussion: Chapter 8 - Group & Interpersonal Influence (https://canvas.pointloma.edu/courses/91490/assignments/1379089)	due by 11:59pm
Fri Nov 27, 2026	Discussion Reminder Week 5	to do: 11:59pm
Sun Nov 29, 2026	Consumer Behavior Fast Assignment #2 (https://canvas.pointloma.edu/courses/91490/assignments/1379097)	due by 11:59pm
	Qualitative Research Project Step 3 (https://canvas.pointloma.edu/courses/91490/assignments/1379105)	due by 11:59pm
	Test #2 Chapters 4, 5 & 6 (https://canvas.pointloma.edu/courses/91490/assignments/1379080)	due by 11:59pm
Mon Nov 30, 2026	Chapter 12 & 13 Video Lecture	to do: 11:59am
Tue Dec 1, 2026	WK6 Discussion: Chapter 12 - Decision Making I: Need & Recognition (https://canvas.pointloma.edu/courses/91490/assignments/1379090)	due by 11:59pm
	WK6 Discussion: Chapter 13 - Decision Making II Alternative Evaluation and Choice (https://canvas.pointloma.edu/courses/91490/assignments/1379084)	due by 11:59pm
Sun Dec 6, 2026	Qualitative Research Project Step 4 (https://canvas.pointloma.edu/courses/91490/assignments/1379106)	due by 11:59pm

Date	Details	Due
Mon Dec 7, 2026	Chapter 14 Video Lecture	to do: 11:59pm
	Chapter 16 Video Lecture	to do: 11:59pm
Tue Dec 8, 2026	WK7 Discussion: Chapter 14 - Consumption to Satisfaction (https://canvas.pointloma.edu/courses/91490/assignments/1379091)	due by 11:59pm
	WK7 Discussion: Chapter 16 - Consumer and Marketing Misbehavior (https://canvas.pointloma.edu/courses/91490/assignments/1379092)	due by 11:59pm
Sun Dec 13, 2026	Qualitative Research Project Step 5 (https://canvas.pointloma.edu/courses/91490/assignments/1379107)	due by 11:59pm
	Test #3 Chapters 8, 12, 13 (https://canvas.pointloma.edu/courses/91490/assignments/1379079)	due by 11:59pm
Tue Dec 15, 2026	Qualitative Research Project Step 6 (https://canvas.pointloma.edu/courses/91490/assignments/1379095)	due by 11:59pm
Sun Dec 20, 2026	Consumer Behavior Fast Assignment #3 (https://canvas.pointloma.edu/courses/91490/assignments/1379098)	due by 11:59pm
	Test #4 Chapters 14 & 16 (https://canvas.pointloma.edu/courses/91490/assignments/1379077)	due by 11:59pm
	IDEA Survey Credit (https://canvas.pointloma.edu/courses/91490/assignments/1379100)	