



Fall 2020

<b>Meeting days:</b> Mon & Wed	<b>Instructor title and name:</b> Jamie McIlwaine
<b>Meeting times:</b> 1:25 to 2:40 pm	<b>Phone:</b> 561-281-8325
<b>Meeting location:</b> FSB 109/Zoom	<b>E-mail:</b> jmcilwai@pointloma.edu
<b>Final Exam:</b> 1:25 pm November 30	<b>Office location and hours:</b> FSB 120 and hours as needed.
<b>Additional info:</b>	<b>Additional info:</b>

**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).

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### **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.

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### **REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES**

CB, 8th Edition  
 Babin and Harris  
 Cengage 4ltrpress

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

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### **ASSESSMENT AND GRADING**

<p>Assignment distribution by points:</p> <ul style="list-style-type: none"> <li>• Chapter Discussions 55 points</li> <li>• Qualitative Research Videos 60 points</li> <li>• Exams 300 points</li> <li>• Consumer Behavior Fast 60 points</li> <li>• Current Topic Presentation 110 points</li> <li>• Group Project 355 points</li> <li>• Class Participation 70 points</li> </ul>	<p><u>Sample grade scale:</u></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">A=930-1,000</td> <td style="width: 50%;">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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### **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.

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### **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.

***TUG only:***

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#)

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### **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 using the below link to view which states allow online (distance education) outside of California. <https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

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### **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.

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### **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 in the PLNU Catalog for further policy information.

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### **PLNU ACADEMIC ACCOMMODATIONS POLICY**

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

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### **PLNU ATTENDANCE AND PARTICIPATION POLICY**

**FALL 20 NOTE:** *We will be starting the Fall 20 semester with synchronous class sessions and some asynchronous content. Since I am hopeful we may be returning to face-to-face classes at some point in the semester, I am including that attendance policy as well.*

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or

face-to-face), 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. 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 Academic Policies in the Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

### **Asynchronous Attendance/Participation Definition**

A 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.

### **Face-to-Face courses only:**

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, 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. See Academic Policies in the Academic Catalog for additional detail.

### **USE OF TECHNOLOGY**

In order to be successful in the online environment, 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 compatible with their computer available to use. If a student is in need of technological resources please contact [student-tech-request@pointloma.edu](mailto:student-tech-request@pointloma.edu).

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

### **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**

<b>W K</b>	<b>Topics</b>	<b>Learning Activities</b> (Readings , External Videos, Articles, Podcasts)	<b>Discussio n Boards</b>	<b>Student Topic Presentations/C B Fast</b>	<b>Group Project</b>	<b>Faculty Interaction</b> (F2F Classroom, Faculty Recorded Content, Live Zoom)	<b>Point s</b>	<b>Studen t Hours</b>
1	Course introduction & Introduction to	Chapter 1	-Chapter 1 Discussion (5)			Video - Week Introduction	15	5

8/17 - 8/23	Consumer Behavior 1 What is consumer behavior		-What is qualitative research video Discussion (10)			M introduction to course and major assignments  W Chapter 1 Lecture, Chp. activity  Video - Chapter Highlights/Feedback		
2 8/24-8/30	2 Value and the CB Value Framework	Chapter 2	-Chapter 2 Discussion (5) -Developing a qualitative research question video Discussion (10)		CB Research Ideas Discussion (10)	Video - Week Introduction  M Chapter 2 Lecture, Chp. activity  W Research Proposal Voting & Development of a qualitative research question; using group pages/google docs  Video - Chapter Highlights/Feedback	25	5
3 8/31-9/6	3 Consumer Learning Starts Here: Perception	Chapter 3	-Chapter 3 Discussion (5) -Interviews video Discussion (10)	CB Topic presentation proposal (10)		Video - Week Introduction  M Topic Presentation Teams  W Chapter 3 Lecture & activity  Video - Chapter Highlights/Feedback	25	5
4 9/7-9/13	4 Comprehension, Memory and Cognitive Learning	Chapter 4	-Chapter 4 (5) - Focus groups video (10)	Consumer Behavior Fast #1 (20)	Individual annotated bibliography (25)	Video - Week Introduction  M Chapter 4, Chp. Activity  W Exam Review and Team Meetings  Video - Chapter Highlights/Feedback	60	8
5 9/14-9/20		Exam #1 - Chp. 1, 2, 3,4 (100)			Group literature review (15)	Video - Week Introduction  M F2F Exam  W F2F Exam	115	7

						Video - Chapter Highlights/Feedback		
6 9/21-9/27	5 Motivation and Emotion: Driving Consumer Behavior	Chapter 5	-Chapter 5 (5)		IRB Draft (50) Peer Evaluation1 (15)	Video - Week Introduction  M IRB Proposals  W Chapter 5 Lecture, Chp. Activity  Video - Chapter Highlights/Feedback	70	10
7 9/28-10/4	6 Personality, Lifestyles and the Self-Concept	Chapter 6	-Chapter 6 (5) -Qualitative Data Analysis video (10)	CB Topic Presentation Team 1 (75 + 25 Discussion)		Video - Week Introduction  M Chapter 6 Lecture, Chp. Activity  W Topic Presentation Discussion  Video - Chapter Highlights/Feedback	115	10
8 10/5-10/11	8 Group & Interpersonal Influence	Chapter 8	-Chapter 8 (5) -Scientific rigor video (10)	CB Topic Presentation Team 2		Video - Week Introduction  M Chapter 8 Lecture, Chp. Activity  W Topic Presentation Discussion + Exam Review  Video - Chapter Highlights/Feedback	15	5
9 10/12-10/18		Exam #2 - Chp. 5, 6, 8 (100)				Video - Week Introduction  M F2F Exam  W F2F Exam  Video - Chapter Highlights/Feedback	100	10
10 10/19-10/25	12 Decision Making 1: Need & Recognition	Chapter 12	-Chapter 12 (5)	CB Topic Presentation Team 3	Transcripts & Recordings (50)	Video - Week Introduction	75	10

				Consumer Behavior Fast #2 (20)		M Chapter 12 Recorded Lecture, Chp. Activity  W Topic Presentation Discussion  Video - Chapter Highlights/Feedback		
11 10/26-11/1	13 Decision Making 2: Alternative Evaluation & Choice	Chapter 13	-Chapter 13 (5)	CB Topic Presentation Team 4		Video - Week Introduction  M Chapter 13 Lecture, Chp Activity  W Topic Presentation Discussion  Video - Chapter Highlights/Feedback	5	5
12 11/2-11/8	14 Consumption to Satisfaction	Chapter 14	-Chapter 14 (5)	CB Topic Presentation Team 5	Individual Data Collection Themes (25)	Video - Week Introduction  M Chapter 14 Lecture, Chapter Activity  W Topic Presentation Discussion  Video - Chapter Highlights/Feedback	30	5
13 11/9-11/15	16 Consumer & Marketing Misbehavior	Chapter 16	-Chapter 16 (5)	CB Topic Presentation Team 6		Video - Week Introduction  M Chapter 16 Lecture and exam review, Chp. Activity  W Topic Presentation Discussion  Video - Chapter Highlights/Feedback	5	5
14 11/16-11/22		Exam #3 - Chp. 12, 13, 14, 16 (100)				Video - Week Introduction  M F2F Exam  W F2F Exam	100	5

						Video - Chapter Highlights/Feedback		
<b>15</b> 11/23-11/29					Research Presentations (70) Research Discussion (20)	Video - Week Introduction ONLINE: Research Presentations	90	10
<b>16</b> 11/30-12/4				Consumer Behavior Fast #3 (20)	Final Written Report (50) Peer Evaluation 2 (15)	Video - Week Introduction Class Participation (70)	155	5