



Spring 2021

Table with 2 columns: Meeting days, Meeting times, Meeting location, Final Exam, Additional info and Instructor title and name, Phone, E-mail, Office location and hours, 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.

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.

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).

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 TEXTS AND RECOMMENDED STUDY RESOURCES

CB, 8th Edition
Babin and Harris
Cengage 4ltrpress

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

ASSESSMENT AND GRADING

Assignment distribution by points:	<u>Sample grade scale:</u>	
<ul style="list-style-type: none">• Chapter Discussions 55 points• Qualitative Research Videos 60 points• Exams 300 points• Consumer Behavior Fast 60 points• Current Topic Presentation 100 points• Group Project 355 points• Class Participation 70 points	A=930-1,000 A-=929-900 B+=870-899 B=830-869 B-=800-820 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.

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 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>

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 Academic Policies in the PLNU Catalog for further policy information.

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.

PLNU ATTENDANCE AND PARTICIPATION POLICY

***SP 21 NOTE:** We will be starting the Spring 21 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.

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

WK	Topics	Learning Activities (Readings, External Videos, Articles, Podcasts)	Discussion Boards	Student Topic Presentations/CB Fast	Group Project	Faculty Interaction (F2F Classroom, Faculty Recorded Content, Live Zoom)	Points	Student Hours
1	Course introduction & Introduction to Consumer Behavior 1 What is consumer behavior	Chapter 1	-Chapter 1 Discussion (5) -What is qualitative research video Discussion (10)			F2F Class Introduction to course and major assignments Chapter 1 Lecture, Chp. activity Video - Chapter Highlights	15	5
2	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)	F2F Class Chapter 2 Lecture, Chp. activity Research Proposal Voting & Development of a qualitative research question; using group pages/google docs	25	5
3	3 Consumer Learning Starts Here: Perception	Chapter 3	-Chapter 3 Discussion (5) -Interviews video Discussion (10)	CB Topic presentation proposal (10)		F2F Class Topic Presentation Teams Chapter 3 Lecture & activity	25	5
4	4 Comprehension, Memory and Cognitive Learning	Chapter 4	-Chapter 4 (5) - Focus groups video (10)		Individual annotated bibliography (25)	F2F Class Chapter 4, Chp. Activity Exam Review and Team Meetings	40	8
5		Exam #1 - Chp. 1, 2, 3,4 (100)				Video - Week Introduction Exam	100	7
6	5 Motivation and Emotion: Driving Consumer Behavior	Chapter 5	-Chapter 5 (5) -Qualitative Data Analysis video (10)	Consumer Behavior Fast #1 (20)	Group literature review (15)	F2F Class Chapter 5 Lecture, Chp. Activity	50	10
7	6 Personality, Lifestyles and the Self-Concept	Chapter 6	-Chapter 6 (5)	CB Topic Presentation Team 1 (75 + 25 Discussion)	IRB Draft (50) Peer Evaluation1 (15)	F2F Class Chapter 6 Lecture, Chp. Activity	120	10

8	8 Group & Interpersonal Influence	Chapter 8	-Chapter 8 (5) -Scientific rigor video (10)	CB Topic Presentation Team 2		F2F Class Chapter 8 Lecture, Chp. Activity Topic Presentation Discussion + Exam Review	15	5
9		Exam #2 - Chp. 5, 6, 8 (100)				Video - Week Introduction Exam	100	10
10	12 Decision Making 1: Need & Recognition 13 Decision Making 2: Alternative Evaluation & Choice	Chapter 12 Chapter 13	-Chapter 12 (5) -Chapter 13 (5)	CB Topic Presentation Team 3		F2F Class Chapter 12 & 13 Lecture Chp. Activity Topic Presentation Discussion	10	11
11	14 Consumption to Satisfaction	Chapter 14	-Chapter 14 (5)	CB Topic Presentation Team 4 Consumer Behavior Fast #2 (20)	Transcripts & Recordings (50)	F2F Class Chapter 14 Lecture, Chapter Activity Topic Presentation Discussion	75	5
12	16 Consumer & Marketing Misbehavior	Chapter 16	-Chapter 16 (5)	CB Topic Presentation Team 5	Individual Data Collection Themes (25)	F2F Class Chapter 16 Lecture and exam review, Chp. Activity Topic Presentation Discussion	30	5
13		Exam #3 - Chp. 12, 13, 14, 16 (100)				Video - Week Introduction Exam	100	5
14				Consumer Behavior Fast #3 (20)	Research Presentations (70) Research Discussion (20) Final Written Report (50) Peer Evaluation 2 (15)	F2F Class Research Presentations Class Participation (70)	175	15