

## Fermanian School of Business



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BMK 3033 01 Consumer & Org. Buying Behavior

3 units

Spring 2022

<b>Meeting days:</b> M	<b>Instructor title and name:</b> Jamie McIlwaine
<b>Meeting times:</b> 6:00 to 8:45 pm	<b>Phone:</b> 561-281-8325
<b>Meeting location:</b> Southwestern	<b>E-mail:</b> jmcilwai@pointloma.edu
<b>Final Exam:</b> 6:00 pm May 2	<b>Office location and hours:</b> Before and after class or by appointment.
<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 100 points</li> <li>• Group Project 340 points</li> <li>• Class Participation 85 points</li> </ul>	<p>Sample grade scale:</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-=800-829</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-=800-829	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

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](mailto:mvchaplain@pointloma.edu) or [gordonwong@pointloma.edu](mailto: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.

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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 the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

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## **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](mailto: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.

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## **PLNU ATTENDANCE AND PARTICIPATION POLICY**

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 [ADC Academic Policies in the Graduate and Professional Studies Catalog](#) in the Graduate and Professional Studies Catalog for additional detail.

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## **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.

### 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\*

Week	Topics	Readings/Activities	Discussion Boards	Assignments	Group Project
1		Bias Test	Bias Test & Introduction		
2	MLK Holiday				
3	Course introduction & Introduction to Consumer Behavior 1 What is consumer behavior  2 Value and the CB Value Framework	Chapter 1  Chapter 2	Chapter 1 Discussion  Chapter 2 Discussion  What is qualitative research video Discussion		
4	3 Consumer Learning Starts Here: Perception	Chapter 3	Chapter 3 Discussion  Developing a qualitative research question video Discussion		CB Research Ideas Discussion
5	4 Comprehension, Memory and Cognitive Learning	Chapter 4	Chapter 4	Current Topic Presentation	Individual annotated bibliography
6		Exam #1 - Chp. 1, 2, 3,4	Interviews video Discussion		Group literature review

7	5 Motivation and Emotion: Driving Consumer Behavior	Chapter 5	Chapter 5 Focus groups video Discussion	Current Topic Presentation Teams 1 & 2  Consumer Behavior Fast #1	
8	6 Personality, Lifestyles and the Self-Concept	Chapter 6	Chapter 6  Qualitative Data Analysis video		IRB Draft & Presentation  Peer Evaluation 1
9	8 Group & Interpersonal Influence	Chapter 8	Chapter 8  Scientific rigor video	Current Topic Presentation Teams 3 & 4	IRB Approval
10		Exam #2 - Chp. 5, 6, 8			
11	12 Decision Making 1: Need & Recognition	Chapter 12	Chapter 12	Current Topic Presentations Teams 5 & 6  Consumer Behavior Fast #2	
12	13 Decision Making 2: Alternative Evaluation & Choice	Chapter 13	Chapter 13	Current Topic Presentation Teams 7 & 8	Transcripts & Recordings
13	14 Consumption to Satisfaction	Chapter 14	Chapter 14		Individual Data Collection Themes
14	16 Consumer & Marketing Misbehavior	Chapter 16	Chapter 16		
15	Final Presentations				Research Presentations  Consumer Behavior Fast #3
16	Final Exam	Exam #3 - Chp. 12, 13, 14, 16 (100)			Final Written Report Peer Evaluation 2

\*Please view the assignments on Canvas for updated due dates and information.