

## Fermanian School of Business



**BMK3033 Consumer & Organizational Buying Behavior**

**3 Units**

**Spring 2023**

<b>Meeting day:</b> Thursday	<b>Instructor title and name:</b> Dr. Jamie Hess McIlwaine
<b>Meeting times:</b> 6 to 8:45 pm	<b>Phone:</b> 561-281-8325
<b>Meeting location:</b> SW 54A-108	<b>E-mail:</b> jmcilwai@pointloma.edu
<b>Final Exam:</b> May 4	<b>Office location and hours:</b> Before & after class or by Zoom as need

### **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.
2. Create marketing strategies based on consumer behavior knowledge.
3. Analyze qualitative data to better understand consumer behavior and recommend marketing solutions.
4. Demonstrate effective written and verbal communication to convey information about consumer behavior topics.
5. Analyze ethical and faith-based issues relating to consumer behavior.
6. Collaborate with a team to produce a research report and presentation.

## REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

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Babin, B. & Harris, E. (2022). CB9 (Cengage, 9th Edition). ISBN: 978-0-357-51820-5

## ASSESSMENT AND GRADING

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<u>Sample</u> assignment distribution by percentage:	<u>Sample</u> grade scale:	
<ul style="list-style-type: none"><li>• Attendance &amp; Participation - 75</li><li>• Chapter Discussions - 140</li><li>• Qualitative Research Videos - 60</li><li>• Exams - 300</li><li>• Consumer Behavior Fast - 80</li><li>• Group Project – 335</li><li>• Course Evaluations - 10</li></ul>	A=930-1,000 A-=929-900 B+=870-899 B=830-869 B-=800-829 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

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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 and will include penalties for late submissions.

## SPIRITUAL CARE

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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.

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

For our BBA students, Rev. Gordon Wong, is available to meet in person at Mission Valley or by phone or zoom. 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.

## PLNU COPYRIGHT POLICY

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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

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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.

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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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### **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 at [pointloma.edu/Title-IX](http://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](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/title-ix](http://pointloma.edu/title-ix).

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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. Coming late to class is disruptive to other students and the professor. Therefore, two tardies will be the equivalent of one absence.

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### **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

Class	Chapter/Topics	Reading/Viewing	Homework
1/12	Course Introduction Can we eliminate bias?		Bias Discussion (10)
1/19	Chp. 1 What is Consumer Behavior and Why Should I Care?	Chapter 1	Chapter 1 Discussion Question (10)
1/26	Chp. 2 Value and the Consumer Behavior Framework  Qualitative Research Project Overview & IRB Requirements  Video: What is Qualitative Research	Chapter 2  Qualitative Research Video #1	Chapter 2 Discussion Question (10)  QR Video #1 Discussion Question (10)
2/2	Chp. 3 Consumer Learning Starts Here: Perception  Video: Fundamentals of Qualitative Research  Qualitative Research Project Teams	Chapter 3  Qualitative Research Video #2	Executive Interviews (25)  Chapter 3 Discussion Question (10)  QR Video #2 Discussion Question (10)  Qualitative Research Project Ideas (10)  Consumer Behavior Fast #1 (25)
2/9	Finding Research  Test #1 (75)	Chapters 1, 2, 3 + QR Videos 1 & 2	Annotated Bibliography (40)  IRB Certification (15)
2/16	Chp. 4 Comprehension, Memory and Cognitive Learning  IRB Proposal Working Session  Videos: Interviews & Focus Groups	Chapter 4  Qualitative Research Videos #3 & 4	Chapter 4 Discussion Question (10)  QR Videos #3 & 4 (20)
2/23	IRB Proposal Presentation		IRB Proposal (50)  Peer Evaluation #1 (10)
3/2	Chp. 5 Motivation and Emotion: Driving Consumer Behavior  Chp. 6 Personality, Lifestyles, and the Self-Concept	Chapter 5  Chapter 6	Chapter 5 Discussion Question (10)  Chapter 6 Discussion Question (10)  IRB Approval (P/F)  Mid-Course Evaluation (5)
3/9	<b>SPRING BREAK</b>		
3/16	Chp. 8 Group & Interpersonal Influence  Test #2 (75)	Chapter 8  Chapters 4, 5, 6 + QR Videos 3 & 4	Chapter 8 Discussion Question (10)
3/23	Chp. 9 Consumer Culture  Chp. 11 Consumers in Situations  Videos: Data Analysis & Rigor in QR	Chapter 9  Chapter 11  Qualitative Research Videos #5 & 6	Chapter 9 Discussion Question (10)  Chapter 11 Discussion Question (10)  QR Videos #5 & 6 (20)

<b>3/30</b>	Project Presentations Test #3 (75)	Chapters 8, 9, 11 + QR Videos 5 & 6	Transcripts & Recordings (50) Consumer Behavior Fast #2 (25)
<b>4/6</b>	<b>EASTER BREAK</b>		
<b>4/13</b>	Chp. 12 Decision Making I: Need Recognition & Search  Chp. 13 Decision Making II: Alternative Evaluation & Choice	Chapter 12  Chapter 13	Chapter 12 Discussion Question (10) Chapter 13 Discussion Question (10) Research Themes (15) Peer Evaluation #2 (10)
<b>4/20</b>	Chp. 14 Consumption to Satisfaction  Chp. 16 Consumer & Marketing Misbehavior	Chapter 14  Chapter 16	Chapter 14 Discussion Question (10) Chapter 16 Discussion Question (10)
<b>4/27</b>	Final Presentations		Presentation Slides (50) IDEA Course Evaluation (5)
<b>5/4</b>	Test #4	Chapters 12, 13, 14 & 16	Final Paper (50) Consumer Behavior Fast #3 (25) Peer Evaluation #3 (10)