

## Fermanian School of Business



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**BMK3033 01 Consumer & Org. Buying Behavior**

**3 units**

**Fall 2023**

<b>Meeting days:</b> Thursday	<b>Instructor title and name:</b> Chelsey Kamen
<b>Meeting times:</b> 6:00-8:45pm	<b>Phone:</b> 813-992-5887
<b>Meeting location:</b> Liberty Station, 201	<b>E-mail:</b> ckamen@pointloma.edu
<b>Final Exam:</b> December 14, 7:30-10:00pm	<b>Office location and hours:</b> 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.

### **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).

## COMMON MARKETING PROGRAM FRAMEWORK

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The Marketing program at Point Loma Nazarene University embraces the following philosophy.

1. We are Market Oriented. This means that we seek to understand the changing markets and to build win-win value propositions that serve our customers/constituencies.
2. Because we are Market Oriented, we strive to practice marketing by the following principles.
  - We believe that the MARKET should shape how we practice Marketing
  - We believe that Marketing Strategy (how an organization establishes a sustainable competitive advantage) guides Tactics (the product/service value proposition, how it is communicated and how it is executed)
  - We do not want to be myopic...meaning that as the market changes, we must adapt. What worked before may not work in the future.

The Marketing Advisory Board has developed a framework, unique to PLNU Marketing. We call it the UCAM (YOU CAN!). The UCAM is a direct result of the philosophy of marketing above. In the program, students experience and practice being a Marketing Problem Solver.

"We are problem solvers."

This course, and every Marketing course, will give you exposure to and practice with the UCAM.

- U-Uncover customer need/problem
- C-Connect insights to understand customer need/problem
- A-Activate marketing solutions
- M-Measure results

## REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

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CB, 9th Edition  
Babin and Harris  
Cengage 4ltrpress  
ISBN 13: 978-0-357-51820-5

Wall Street Journal Student Subscription:

[https://store.wsj.com/shop/us/us/wsstudentfallbts24/?gclid=CjwKCAjwxanBhBQEiwA84TVXOr8rbUctJfMfJsk7F05fnfKS6xRZN4BVLVpwCL26nXfZW6Y8Xm5lBoCv80QAvD\\_BwE&trackingCode=aaqzl3df&cid=WSJ\\_SCH\\_GOO\\_ACQ\\_NA&n2IKsaD9=n2IKsaD9&Pg9aWOPT=Pg9aWOPT&Cp5dKJWb=Cp5dKJWb&APCc9OU1=APCc9OU1&cx\\_campaign=JIEBTSSaleFY24&gclid=aw.ds&gad=1&ef\\_id=ZOpZDAAABMqaJhi-:20230826195700:s](https://store.wsj.com/shop/us/us/wsstudentfallbts24/?gclid=CjwKCAjwxanBhBQEiwA84TVXOr8rbUctJfMfJsk7F05fnfKS6xRZN4BVLVpwCL26nXfZW6Y8Xm5lBoCv80QAvD_BwE&trackingCode=aaqzl3df&cid=WSJ_SCH_GOO_ACQ_NA&n2IKsaD9=n2IKsaD9&Pg9aWOPT=Pg9aWOPT&Cp5dKJWb=Cp5dKJWb&APCc9OU1=APCc9OU1&cx_campaign=JIEBTSSaleFY24&gclid=aw.ds&gad=1&ef_id=ZOpZDAAABMqaJhi-:20230826195700:s)

## ASSESSMENT AND GRADING

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Assignment distribution by points:	<u>Sample</u> grade scale:	
<ul style="list-style-type: none"><li>• Class Discussions, Assignments, In Class Work- 150</li><li>• Consumer Behavior Experiment- 225</li><li>• Grand Rounds Case Studies – 300</li><li>• Exams - 300</li><li>• Peer Evaluation – 10</li><li>• Course Evaluation – 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.

## 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 to view which states allow online (distance education) outside of California.

## SPIRITUAL CARE

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At the Mission Valley (MV) campus we have an onsite chaplain, Rev. Gordon Wong, who is available face-to-face or online. 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.

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

## **ARTIFICIAL INTELLIGENCE (AI) POLICY**

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You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski, etc.) in this course. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. For example, if you use ChatGPT, you must cite ChatGPT including the version number, year, month and day of the query and the statement "Generated using OpenAI.

<https://chat.openai.com/>"

## **PLNU ACADEMIC ACCOMMODATIONS POLICY**

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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.

## PLNU ATTENDANCE AND PARTICIPATION POLICY

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Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. 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.

**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.

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

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.

## USE OF TECHNOLOGY

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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

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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\***

DATE PRESENTED	CLASS CONTENT/READINGS	ASSIGNMENTS
<b>WEEK 1</b>		
August 31	Introductions and Examining Bias	Submit "Let's Get to Know You" on Canvas  Submit Canvas Bias discussion
<b>Week 2</b>		
September 7	Chapters 1 & 2 - Defining Consumer Behavior Value and the Consumer Behavior Framework	Read Ch 1-2
<b>WEEK 3</b>		
September 14	Chapter 3 & 4- Consumer Learning: Perception; Comprehension, Memory and Cognitive Learning	Read Ch 3-4
<b>WEEK 4</b>		
September 21	Chapter 5 & 6 - Motivation and Emotion; Personality, Lifestyles, and the Self Concept  CB Experiment Presentations	Read Ch 5-6  CB Experiment Assignment #1 Due Canvas discussion
<b>WEEK 5</b>		
September 28	Chapter 8 & 9 – Group and Interpersonal Influence  Grand Rounds Small Teams	Read Ch 8-9  Grand Rounds Case Study Draft Due
<b>WEEK 6</b>		
October 5	Prepare for Midterm  Grand Rounds Small Teams	Prepare for Midterm
<b>WEEK 7</b>		
October 12	Midterm Exam	Exam: Ch 1-9
<b>WEEK 8</b>		
October 19	NO CLASS	

<b>WEEK 9</b>		
October 26	Guest Lecturer  Grand Rounds Small Teams	Read Ch 11  Prepare for Grand Rounds revised memo submission
<b>WEEK 10</b>		
November 2	Chapters 12 & 13 The Decision Making Process  Grand Rounds Chalk Talks	Read Ch 12-13  Submit Grand Rounds Individual Case Memo with Small-Teams Input
<b>WEEK 11</b>		
November 9	Chapter 14 – Consumption to Satisfaction  CB Experiment Assignment #2 Class Updates  Grand Rounds Chalk Talks	Read Ch 14  CB Experiment Assignment #2 Due
<b>WEEK 12</b>		
November 16	Chapter 16 – Consumer and Marketing Misbehavior  Grand Rounds Chalk Talks	Read Ch 16
<b>WEEK 13</b>		
Thanksgiving Break November 23	NO CLASS – Happy Thanksgiving!	
<b>WEEK 14</b>		
November 30	Grand Rounds Chalk Talks & CB Experiment Updates	CB Experiment Assignment #3 Due
<b>WEEK 15</b>		
December 7	Grand Rounds Chalk Talks  CB Experiment Presentation Assignment #3	Submit Final Grand Rounds Case with Solutions Memo
<b>WEEK 16</b>		
December 14 7:30-10:00PM	FINAL EXAM CHAPTERS 11-16  Submit Peer Evaluations	Ch 11-16

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