BUS 301: Consumer Behavior
Doane Lincoln Campus
Autumn I Term, 2014
Tuesday Evenings (August 19 to October 14, 2014)
6:00 to 10:30 p.m

INSTRUCTOR: Pete Poppert, M.S., J.D.
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Cell and Text (402) 417-4391

TEXT: Consumer Behavior: Buying, Having, and Being (10th edition)
Michael R. Solomon, Saint Joseph University
Publisher: Pearson/Prentice Hall

INSTRUCTOR COMMENTS:
This course will introduce you to basic consumer behavior principles and concepts. I believe that the best way to learn any subject is through active class participation. I want you to bring your experiences and interests as a consumer to class. I will provide some time either before or after each class to answer individual questions.

Because the class meets for four hours, I will use class discussions of course material or articles of interest interspersed with the book materials to aid in your understanding. I don't believe in lecturing, I prefer an interactive class room. I will call on people to ask their opinions or thoughts. Some material covered in class may be controversial or offensive to some. Discussion of the topics not intended to offend anyone or to represent a position, but rather to explore the reasoning behind these practices. We can learn a great deal by keeping an open mind and openly discussing the behaviors that have impacted this great country.

You MUST use your Doane e-mail address for all communication for this course. The Doane College Blackboard (http://bb2.doane.edu) will be the major avenue of communication. All assignments, class notices and other information will be stored and transmitted via Blackboard. Begin checking your Doane email and Blackboard sites regularly. On this site you will be able to access your grade records. I will do my best to keep it up to date so you will have the most current record of your class room progress.

Life is full of interesting challenges for all of us. When life events happen all I ask is that you keep me informed. I will work with you to make this class experience as positive and productive as possible. Feel free to email, text or, if all else fails, call me. But please stay in touch.

COURSE DESCRIPTION:
An understanding of the customer is now widely recognized as a necessary component to business success in the 21st century. In the business world, the importance of what is known as “customer centricity” cannot be overstated. The world’s best companies rely on customer metrics as indicators of business success throughout the enterprise, and these metrics are also vital dimensions of employees’ performance evaluations. These same companies assess prospective employees on customer-centricity criteria as they apply for a job. Customer centricity has become a crucial doctrine in the world of business. Michael
COURSE OBJECTIVES:
Upon completion of this course, students will:
1. Understand consumers’ mental and physical processes of acquiring, consuming, and experiencing products and services.
2. Understand the mechanisms of influence that are most likely to lead consumers to change their attitudes, their beliefs, and, most importantly, their actions.
3. Be able to apply concepts, theories, models, and tools in developing consumer behavior driven marketing strategies.

EXPECTATIONS:
1. Complete all assignments and readings;
2. Convey consumer behavior concepts orally in class and in writing on assignments;
3. Participate in class discussions;
4. Attend every class;
5. Seek help and ask questions;
6. Enjoy learning more about consumer behavior.

GRADING:
7 Assignments—30 points each 210 points
7 quizzes—30 points each 210 points
Participation—5 activities 50 points
Total 470 points

MISSING GRADED MATERIAL:
- 3 points will be deducted for each week that an assignment is late.
- Missing quizzes must be made up the following week.
- To be excused from class, I must be notified by email by 4:00 the day of class.
- Failure to notify will result in a 10 point deduction to your overall grade.
- Class participation activities cannot be made up.

ATTENDANCE:
Attendance at all classes is required and expected. If you have an emergency and are unable to attend, please contact me no later than 3:00 p.m. on the day of class. Because there are only nine classes and there is a lot of material to cover, any Unexcused Absences will drop your point total by 50 points.

ACADEMIC INTEGRITY POLICY:
This policy requires that you immediately and cheerfully offer the benefit of your knowledge and skills to any fellow student who needs your help. If someone helps you, whether a fellow student, the author of a book/article, a family member, a pastor or priest, a coworker, a child, a pet, or anyone else, say that they helped you. That’s called citing a source. Always show respect for the ideas or words of others by giving them the credit. Failure to show respect will result in an “F”.