

SYLLABUS

CLASS: Consumer Behavior, (Course BUS 301), Omaha Campus

INSTRUCTOR: Travis Orr

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TEXT: Consumer Behavior, 12th Edition (Prentice Hall, 2016), Michael R. Solomon, ISBN 13: 978-0-13-412993-8
9780134004006.

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.*

LEARNING GOALS AND OBJECTIVES: 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.

ACADEMIC INTEGRITY: This class follows the Doane College Academic Honesty Policy. All materials submitted for this class are expected to be original by the student and should not have been submitted for credit to any other course. Academic integrity is expected for all interactions and requirements. This includes, but is not limited to, original work on assignments, accountability and completion of requirements, maintenance of confidentiality for individuals, and accurate citation of and references to original work. Specific information about Academic Honesty and Plagiarism may be found in the Doane Student Handbook. When applicable, assignments must be typed and

adhere to the APA 6th Edition guidelines. This includes crediting authors when paraphrasing, summarizing, or directly quoting the work of other individuals. Resources for APA formatting are available on Blackboard. Mechanics of writing are considered in the grading of assignments. Therefore, it is expected that you will proofread all work for accurate spelling, grammar, and punctuation before submitting assignments and projects. Depth of thought, application, and analysis demonstrated in the assignment will be considered in the grading process. All work is expected to be of highest quality. Work may be turned back to the student for review and revision.

LEARNING STRATEGIES: The classroom educational environment will include lecture and in depth discussion to enhance Consumer Behavior topics in an effort to establish relevance in a student’s academic and personal lives. The course also involves various media sources such as news articles, videos and online materials.

PRESENTATION: Based on the size of the class each student or student group will present to the class on topics relevant to consumer behavior. Each student or group will be given the specifics of their “consumer audience” in which they will have to persuade and rationalize on the decisions made. More details will be given during the course.

GRADING: Your grade will be based on attendance and participation in class activities, as well as satisfactory completion of the final presentation. Active class participation is vital to the overall learning process **and** your successful completion of the course. Extra credit will be given to students that bring in articles, which discuss relevant material related to our course. At the beginning of each class we will discuss the articles brought in by the students.

In class participation/assignments:	100
Take home assignments:	120
Final Presentation:	100
Attendance:	<u>80</u>
Total Points:	400

While attendance only carries a 20% weight for the final grade, it is important that students remember the following applies with regard to the effect of attendance on your ultimate class grade:

ATTENDANCE:

Perfect Attendance:	A
One Excused Absence**:	A
Two Excused Absences:	B
Three Absences:	C
Four Absences:	D
Five or more Absences:	F

