

**Nashville State Community College
Business & Applied Arts Division
Business Program**

Master Course Syllabus

This master course syllabus is meant simply as a guide and overview of the course. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.

Course Title: CONSUMER BEHAVIOR – BUSN 2383

(Formerly MKT 2221-Consumer Behavior)

Credits 3.0

Class Hours 3.0

Course Description:

A study of how consumer behavior influences the marketing manager's decisions. Attention is given to physiological, psychological, social, and environmental factors and decision making processes that have an effect on the purchasing and use of goods and services by individual and household customers.

PREREQUISITES: Level 2 placement in English and Reading

Instructor Information:

Name:

Email:

Office Phone:

Office Location:

Office Hours:

Textbook and Other Materials:

Textbook: CB7, Babin / Harris, 7th Edition, 2015, SOUTH-WESTERN CENGAGE. ISBN13: 978-1-305-40322-2 or ISBN10: 1-305-40322-3 or previous editions CB6, CB5, CB4, CB3, CB2, or CB.

Note: previous edition's chapters do not exactly match the CB7, CB6, CB5, CB4, and CB3 chapter's sequence. Textbook is [Required](#).

Textbooks frequently change editions, so please be sure to check with the school bookstore to verify the current ISBN of textbook before purchasing the textbook.

Reference Materials: None

Supplies: None

Course Outcomes:

Upon successful completion of this course, students should be able to:

1. Explain and assess the strategic impact of consumers on marketing strategy.
2. Summarize the components of consumer decision making.
3. Compare and contrast the individual determinants of consumer behavior.
4. Evaluate the environmental influences on consumer behavior.
5. Recommend effective ways marketers can influence consumer behavior.

Course Competencies:

The following are detailed course competencies intended to support the course outcomes:

1. Explain the meaning, importance, evolution, and basic principles of consumer behavior.
2. Describe various methods of researching consumer behavior.
3. List and evaluate ways customer-centric organizations create marketing strategies.
4. Breakdown and summarize consumer decision making into pre-purchase, purchase, and post-purchase processes.
5. Analyze personality and lifestyle and their effects on consumer behavior.
6. Discuss the basic categories of consumer motivation.
7. Explain consumer learning and perception and describe how they impact consumer behavior.
8. Summarize attitude formation and change.
9. Explain the influences of culture, ethnicity, and social class on consumer behavior.
10. List and describe household and group influences on consumers.
11. Develop a strategy to influence consumer behavior that contacts consumers, shapes their opinions, and helps them to remember marketing messages.

The following are general education competencies intended to support the course outcomes:

1. Write clear, well-organized documents.
2. Locate, evaluate, and use multiple sources of information.
3. Apply mathematical concepts to problems and situations.
4. Use critical thinking skills.
5. Use and adapt current technologies.

Topics to Be Covered:

TOPIC	TOPIC DESCRIPTION
Part One: INTRODUCTION	
Chapter 1	What is Consumer Behavior and Why Should I Care?
Chapter 2	Value and the Consumer Behavior Value Framework
Part Two: INTERNAL INFLUENCERS	
Chapter 3	Consumer Learning Starts Here: Perception
Chapter 4	Comprehension, Memory, and Cognitive Learning
Chapter 5	Motivations and Emotion: Driving Consumer Behavior
Chapter 6	Personality, Lifestyles, and the Self-Concept
Chapter 7	Attitudes and Attitude Change
Part Three: EXTERNAL INFLUENCERS	

Chapter 8	Consumer Culture
Chapter 9	Micro-cultures
Chapter 10	Group Influence and Interpersonal Influence
Part Four: CONSUMPTION PROCESSES	
Chapter 11	Consumers in Situations
Chapter 12	Decision Making I: Need Recognition and Search
Chapter 13	Decision Making II: Alternative Evaluation and Choice
Part Five: CONSUMPTION AND BEYOND	
Chapter 14	Consumption to Satisfaction
Chapter 15	Consumer Relationships
Chapter 16	Consumer and Marketing Misbehavior

Course Assessments:

The following performance assessments will be used to demonstrate students' understanding, knowledge, and skills:

Grading Criteria:

Grading Criteria may vary by instructor. Please refer to the syllabus for your course section for the correct information. This information will be supplied by the instructor at the beginning of the course.

Grading Scale:	
A	90 - 100
B	80 - 89
C	70 - 79
D	60 – 69
F	under 60

Evaluation:	
Chapter Assignments	20
Chapter Tests	20
Consumer Behavior Lab	10
Discussions	10
Exams	30
Review Tests	10
Total	100%

Make-up procedures for missed assignments and work.

Make-up procedures may vary by instructor. Please refer to the syllabus for your course section for the correct information. This information will be supplied by the instructor at the beginning of the course.

Attendance Policy

A student is expected to attend all scheduled classes and laboratories. Each instructor will formulate an attendance policy and provide it on the course syllabus. Absences are counted from the first scheduled meeting of the class, and it is the responsibility of each student to know the attendance policy of each instructor in whose class he/she is enrolled. If a student is absent from a class, he/she should give an advanced explanation to the instructor. Absences in a course may affect a student's final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student's final grade.

Failure to attend class will result in a final course grade of "FA" or "FN" (see explanation below) depending on the individual instructor's course policy.

FA= failure, attendance-related (unofficial withdrawal) Last recorded date of attendance required.

FN= failure, never attended class (unofficial withdrawal)

It is the student's responsibility to officially withdraw from a course/college. Please refer to the most recent Nashville State Community College catalog for information on withdrawing.

Student Communication Channels

It is the student's responsibility to check NS Online (D2L) and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. NS online (D2L) contains specific course information and MyNSCC contains information important for other purposes.

Early Warning System

Nashville State Community College has implemented an Early Warning System to notify students via e-mail about academic problems such as poor classroom attendance, poor performance on assignments/tests, poor communication skills, late/missing assignments, and/or lack of classroom participation. Please note that Early Warning Alerts do not affect a student's academic standing.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the Student Disabilities Office at 615.353.3721.

Classroom Misconduct

Nashville State Community College has a zero tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary sanctions. Please consult your Student Handbook for more specific details.

The instructor has primary responsibility for control over classroom behavior and maintenance of academic integrity. He/she can order temporary removal or exclusion from the classroom of any student engaged in disruptive conduct or in conduct which violates the general rules and regulations of the College.

Disruptive behavior in the classroom may be defined as, but is not limited to, behavior that obstructs or disrupts the learning environment (e.g., offensive language, harassment of students and professors, repeated outbursts from a student which disrupt the flow of instruction or prevent concentration on the subject taught, failure to cooperate in maintaining classroom decorum, etc.), the continued use of any electronic or other noise or light emitting device which disturbs others (e.g., disturbing noises from beepers, cell phones, palm pilots, lap-top computers, games, etc.).

Please be aware that children are not allowed in class or unattended on campus.

Academic Dishonesty (Honor Code)

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. "Plagiarism may result from: (1) failing to cite quotations and borrowed ideas, (2) failing to enclose borrowed language in quotation marks, and (3) failing to put summaries and paraphrases in your own words (A Writer's Reference 331). Academic dishonesty may be defined as, but is not limited to, intentionally trying to deceive by claiming credit for the work of another person, using information from a web page or source without citing the reference, fraudulently using someone else's work on an exam, paper, or assignment, recycling your own work from another course, purchasing papers or materials from another source and presenting them as your own, attempting to obtain exams/materials/assignments in advance of the date of administration by the instructor, impersonating someone else in a testing situation, providing confidential test information to someone else, submitting the same assignment in two different classes without requesting both instructor's permission, allowing someone else to copy or use your work, using someone else's work to complete your own, altering documents, transcripts or grades, and forging a faculty/staff member's signature.

In addition to other possible disciplinary sanctions that may be imposed through regular college procedures as a result of academic dishonesty the instructor has the authority to assign an "F" or a "Zero" for the exercise, paper, or examination or to assign an "F" for the course. Students may appeal through the appropriate college grade appeal procedures.

Inclement Weather Policy

In the event of an inclement weather event, check the Nashville State web site home page at www.nsc.edu for announcements on campus closures. Campus closures will also be announced on local television stations (channels 2, 4, 5, and 17).

When classes are cancelled, an online assignment will be posted in NS Online. Check your NS Online email for a message from your instructor regarding your online assignment requirements. Even though classes may be cancelled, some areas, i.e. Testing Center, may be open. However, you should check before commuting to campus.

The Vice President for Academic Affairs and the Director of Security are responsible for cancellation decisions during an inclement weather event for the Nashville State main campus and the Southeast campus. Cookeville, Waverly, and Dickson Campus Directors will make class cancellation decisions based on conditions in their respective areas. Decisions about class cancellations are based on actual conditions, not forecasts. The perspective used for making decisions is that of the college as an employer, not as a K-12 institution. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Course Policy Changes:

This syllabus is meant simply as a guide and overview of the course. Some items are subject to change or may be revised at the instructor's discretion. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.

Your instructor reserves the right to modify course policies during the semester. However, once the semester has begun, the instructor's intent will be to change policies primarily to benefit students as circumstances dictate.