

FALL
2023

4201 (5383) 11:10 - 12:30 Gerlach Hall 365

4201 (4455) 12:45 - 2:05 Schoenbaum 200

4201 (4978) 4:10 - 5:30 Schoenbaum 305

4201 (39006) 5:45 - 7:05. Schoenbaum 300

Instructor: Dr. Curtis P. Haugtvedt

E-mail: Haugtvedt.1@OSU.
EDU

Office Hours
Mondays and Wednesdays 2:30 - 3:30 and by appt.
520 Fisher Hall

Office Hours:

4201 TA Riley Doyle (Doyle.482)
<https://osu.zoom.us/j/94738340906?pwd=Mm94aDlXUVFJaDZaNmVScs5Vllkdz09>

Monday 3:30pm-4:30pm

Thursday 2pm-4pm

Friday 11:30am-12:30pm

and by appointment (send email to Doyle.482)

Course Description: This course involves a review and analysis of theories and research methods from social and behavioral sciences (e.g., psychology, sociology, anthropology, economics, etc.) as they relate to understanding and predicting the behavior of the various players in the marketplace. Students will learn how to interpret, evaluate, and apply behavioral research theories and research methods to marketing problems

Course Learning Outcomes:

After taking this course, you will understand consumer behavior from a variety of perspectives; develop the ability to apply the broad principles underlying human behavior in general and consumer behavior in particular in a variety of contexts and situations; better appreciate and understand the multiple roles played by marketing research, marketing strategy, and basic research on intra- and interpersonal processes in contemporary marketing practice; you will develop and enhance your analytical and presentation skills.

Pre-Requirements:

Required Texts/Materials:

Hoyer, MacInnis, and Pieters: Consumer Behavior. 8th Edition (2024). This book is part of the Carmen Books program. No need to purchase hard copy of the book. All materials available via the Carmen site for the course.

Access the online Textbook from the "Home" tab on this Canvas site.

A Cengage Mindtap subscription is not required but is recommended. PPT files for the textbook chapters and other assigned readings can be found under "files" on the canvas site.

Note: If you need any special accommodations or help in order to complete the requirements for this course, please contact the instructor as soon as possible.

Graded Components	Points	Type
In-class participation	40	<input type="checkbox"/>
General Posting Assignments	90	<input type="radio"/> ⊥
Course paper/curation of topic	135	<input type="radio"/> ⊥

Group in-class Presentation	50	±
In-Class Exams	300	

Exams will be multiple-choice format. Exam Dates are:

Exam 1 (Chapters 1-6): Wednesday, October 4th

Exam 2 (Chapters 7-12): Wednesday, November 1st

Exam 3 (Chapters 13-17): Wednesday, December 6th

If it seems that students are not coming prepared for class (e.g., not having read the materials or viewed videos) in-class pop quizzes may be instituted at any time. Points per quiz can vary.

(See remaining pages for Details/Due dates)

Academic Conduct:

If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)

**University Policies,
Services and Resources**
(go.osu.edu/UPolicies)

Fisher Undergraduate
Handbook and
QuickLinks
(www.bsalinks.com)

Fisher Navigator
Resource Portal
(www.nav-1.com)

University Healthy and Safety Guidelines can be found at safeandhealthy.osu.edu/ For disability services, go to slds.osu.edu or contact slds@osu.edu.

Course Format and How this Course Works:

Mode of Delivery: This class will meet in class and online (as necessary). There may be required sessions when you must be logged in to Carmen at a scheduled time to participate in the class via Zoom.

Pace of activities: e.g., This course is divided into **weekly modules** that are released at least one week ahead of time. Students are expected to keep pace with weekly deadlines but may schedule their efforts freely at their own pace within that time frame.

Credit hours and work expectations: e.g., This is a **3-credit-hour course**. According to [Ohio State policy](#), students should expect 3 hours per week of time spent on direct instruction (e.g., instructor content, Carmen activities, simulations, quizzes, etc.) in addition to 6 hours of homework (reading and assignment preparation, videos, etc. for example) to receive a grade of (C) average.

Attendance and participation requirements: **Your** attendance and participation in class and online are important for success in this course. The following is a summary of everyone's expected participation:

- **Participating in online activities:** You are expected to log in to the course in Carmen every week. (During most weeks you will probably log in many times.) If you have a situation that might cause you to miss an entire week of class, discuss it with me *as soon as possible*.
- **Office hours and live sessions:** [times noted in the syllabus] In-class time will be discussion of materials in the textbook and additional assignments. Please be prepared to discuss assigned readings.
- **Participating in discussion forums:** [see syllabus] As part of your participation, each week you can expect to post at least **two times** as part of our substantive class discussion on the week's topics (+3 more postings if you choose to curate a topic instead of writing a paper).
- **Dis-enrolled:** Any student who fails to attend an in-person class or complete an online assignment for an online course, without giving prior notification to the instructor, will be dis-enrolled after the third instructional day of the term, the first Friday of the term, or the second class meeting of the course, whichever occurs first.

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Graded Component Details

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Homework Details: A minimum of 2 weekly discussion posts. Discussion posts worth 3 points @ X 15 weeks. Posts need to be completed by midnight Sunday at the end of each week.

Project Details: 15 page paper OR equivalent curated discussion (see details below). Worth 135 points

Curated discussion: 3 posts per week completed by midnight Sunday at the end of each week. 3 points per post (45 total posts plus summary/reflection document). Worth 135 points

Group In-class Presentations: Groups of four to five students will make 25 minutes presentations regarding consumer behavior issues associated with specific products or brands. Concepts from the

textbook should be integrated into the presentations. More details will be presented in class regarding this assignment. Worth 50 points.

Grading Scale

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	E
(Points)	(4.0)	(3.7)	(3.3)	(3.0)	(2.7)	(2.3)	(2.0)	(1.7)	(1.3)	(1.0)	(0.0)
Range	100% -	93% -	90% -	87% -	83% -	80% -	77% -	73% -	70% -	67% -	60% - 0%

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Additional Policies

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Testing Policy: [If applicable] *E.g. There are no make-ups for quizzes. Missed quizzes will be recorded as a “0”. Missed exams can only be made-up in extreme cases (e.g., death of family member, personal hospitalization, etc.) with proper documentation (e.g., a physician’s note, ER paperwork, obituary, etc.). Each decision of potentially allowing a make-up exam is made by the instructor on a case-by-case basis. Additionally, you **MUST** contact the instructor (insert instructor’s email) as soon as you know of a potential problem or conflict with an exam date. Alternative methods (e.g., oral exam, essay) of testing may be used for make-up exams. If you are experiencing an extreme situation or emergency, please attempt to notify the instructor (insert instructor’ email) email ASAP.*

Course Technology: [this section is required for HY, DL, or DH courses, recommended for in-person courses]

For IT help contact the Ohio State IT Service Desk ocio.osu.edu/help servicedesk@osu.edu

1. Baseline technical skills for online courses.

- Basic computer and web-browsing skills
- Navigating Carmen: for questions about specific functionality, see the [Canvas Student Guide](#).

1. Required Technology Skills

- [CarmenZoom virtual meetings](#)
- Recording a slide presentation with audio narration
- Recording, editing, and uploading video

1. Required Equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Webcam: built-in or external webcam, fully installed and tested
- Microphone: built-in laptop or tablet mic or external microphone

- Mobile device (smartphone or tablet) or landline to use for [BuckeyePass](#) multi-factor authentication. It is recommended that you [register multiple devices](#) in case something happens to your primary device.
1. Required Software. [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.
 5. Carmen Access. You will need to use [BuckeyePass](#) multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:
 - Register multiple devices in case something happens to your primary device. Visit the [Duo Mobile application](#) help article for step-by-step instructions.
 - Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click Enter a Passcode and then click the Text me new codes button that appears. This will text you ten passcodes good for 365 days that can each be used once.
 - Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP) and IT support staff will work out a solution with you.

Course-specific Copyright Policy: Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructors. See University Copyright Policy. *[Additional rules if applicable]*

Additional Course Resources

Business Source Complete via the OSU library research databases is an excellent source for materials related to papers to topic curations. See <https://library.ohio-state.edu/screens/databases.html>

Choose Business and Economics then choose Business Source Complete. You will need to use your OSU credentials to login from off-campus.

Individual Paper (Or Discussion Topic Curation) worth 135 points: For a paper, each student can choose one of the three following options. Topics for papers or curations should be chosen as soon as possible (by Sept. 6 th at the latest.

Below is a description of approaches to individual papers.

1. **A research paper.** Working with the professor, the student identifies an area of in-depth study. The paper will consist of a review of relevant academic and popular press materials on the topic. The paper will include your suggestions for additional research as well as the managerial implications of the research and theory on the topic. 14-15 page paper (double spaced, 12 point times font, including

references, APA Style). 10 minute recorded online presentation by November 25th. Submit final paper by 11:00 pm on December 10th to Canvas Assignments.

2. **An in-depth ethnographic analysis of consumer behavior.** A systematic qualitative assessment of consumer behavior in a specific setting (physical or virtual). 14-15 page paper (double spaced, 12 point times font, including references, APA Style). 10 minute recorded online presentation by November 25th. Submit final paper by 11:00 pm on December 10th to Canvas Assignments.
3. **Analysis of Cross-Cultural Consumer Behavior and marketing communications** Focus on advertising, product promotions, etc as they vary (or should vary) across cultures. Presentation should include example marketing stimuli and links to theory and research from the textbook and/or other disciplines. 10 minute recorded online presentation. 14-15 page paper (double spaced, 12 point times font, including references, APA Style). 10 minute recorded online presentation by November 25th. Submit final paper by 11:00 pm on December 10th to Canvas Assignments.

All papers should use the American Psychological Association format for references and in-text cites.

Online presentations should be a narrated ppt file uploaded to the Pinned Section of the discussion board. 4-5 slides 5 – 10-minute overview of paper topic. Other students can then provide feedback/suggestions by replying to your presentation (feedback and suggestions counts as online participation). Paper does not need to be complete at the time of the presentation. Presentation should be uploaded by November 25th.

Upload in "Online Presentations" section in the General Discussion section of the discussion board.

Discussion Topic Curation: *Instead of writing an individual paper*, students can choose work as a curator for a discussion topic throughout the semester. Students can choose the topic they wish to curate (ideally, something relevant to materials in the textbook). The curator is responsible for finding and displaying links to relevant materials, as well as for promoting and guiding the discussion on the topic. This option will require frequent monitoring of the discussion board and continual updating of links and materials (at least every three days throughout the semester). The final product will be a word document that includes materials contained in your curated discussion (copied and pasted from the discussion board with date and time stamps), along with a two-page original report summarizing the major positions on the topic or issue. Postings to your own curated topic are in addition to the general discussion post requirements (e.g., you post 3 things a week on your own curated topic but you are still required to make 2 general postings per week about news items, video assignments, or responses to the curation of another student). Weekly posts should be completed by Sunday evenings.

Weekly Schedule

Week 1 (Wednesday, August 23rd):

Read Chapter 1.

Homework Assignment: History of Marketing and Advertising (videos and website links in the pinned section of the discussion board)

Read “What do Consumer’s Really Want” (available under Files on Canvas)

Make two posts on the discussion board related to “Marketing in the News” or reflections on the readings or video material. Provide additional URL links as part of posts.

Posts can be original posts or responses to posts by other students.

Week 2 (Monday, August 28th)

Read Chapters 2 and 3 in the Hoyer Book.

Make two posts on the discussion board related to “Marketing in the News” or reflections on the readings or video material. Provide additional URL links as part of posts.

Posts can be original posts or responses to posts by other students.

Week 3 (Monday, Sept 4th). (No class meeting on Sept. 4th or Sept. 6th)

Read Chapter 4.

Be prepared to discuss Curated topics or paper topics in zoom class meeting on Monday, Sept. 11th

Make two posts on the discussion board related to “Marketing in the News” or reflections on the readings or video material. Provide additional URL links as part of posts.

Posts can be original posts or responses to posts by other students.

Week 4 (Monday, September 11th) discuss chapter 4, readings, videos, and postings.

Read Chapters 5.

Make two posts on the discussion board related to “Marketing in the News” or reflections on the readings or video material. Provide additional URL links as part of posts.

Posts can be original posts or responses to posts by other students.

Week 5 (Monday, September 18th)

Read Chapter 6.

Make two posts on the discussion board related to “Marketing in the News” or reflections on the readings or video material. Provide additional URL links as part of posts.

Posts can be original posts or responses to posts by other students.

Week 6 (Monday, Sept 25th).

Review materials from Chapters 1 - 6

Make two posts on the discussion board related to “Marketing in the News” or reflections on the readings or video material. Provide additional URL links as part of posts.

Posts can be original posts or responses to posts by other students.

Week 7 (Monday, October 2nd). Review materials for Exam 1

Exam 1: Wednesday, October 4th (covering chapters 1-6 and online assignments and videos from the pinned section of the discussion board)

Week 8 (Monday, October 9th):

Read Chapters 7 and 8.

Make two posts on the discussion board related to “Marketing in the News” or reflections on the readings or video material. Provide additional URL links as part of posts.

Posts can be original posts or responses to posts by other students.

Week 9 (Monday, October 16th) :

Read chapters 9 and 10. Watch assigned videos.

Make two posts on the discussion board related to “Marketing in the News” or reflections on the readings or video material. Provide additional URL links as part of posts.

Posts can be original posts or responses to posts by other students.

Week 10 (Monday, October 23rd)

Read chapters 11 and 12.

Make two posts on the discussion board related to “Marketing in the News” or reflections on the readings or video material. Provide additional URL links as part of posts.

Posts can be original posts or responses to posts by other students.

Week 11 (Monday, October 30th)

Review materials from chapters 7 - 12

Wednesday, November 1st: Exam 2 (Covers chapters 7 - 12 and online assignments in pinned section of the discussion board).

Week 12 (Monday, November 6th)

Read Chapters 13 and 14

Make two posts on the discussion board related to “Marketing in the News” or reflections on the readings or video material. Provide additional URL links as part of posts.

Posts can be original posts or responses to posts by other students.

Week 13 (Monday, November 13th)

Read chapter 15 and 16

Make two posts on the discussion board related to “Marketing in the News” or reflections on the readings or video material. Provide additional URL links as part of posts.

Posts can be original posts or responses to posts by other students.

Week 14 (Monday, November 20th). No class on Nov 22nd

Read chapter 17.

Additional Assigned Readings and Videos re: environmental issues

Make two posts on the discussion board related to “Marketing in the News” or reflections on the readings or video material. Provide additional URL links as part of posts.

Posts can be original posts or responses to posts by other students.

Week 15 (Monday, November 27th):

Review materials from chapter 13 - 17

Week 16 (December 4th)

Exam 3, Wednesday, December 6th (covers chapters 13-17 and material in the pinned section of the discussion board).

Make two posts on the discussion board related to “Marketing in the News” or reflections on the readings or video material. Provide additional URL links as part of posts.

Posts can be original posts or responses to posts by other students. Complete posts related to additional readings.

Submit compilation of discussion postings as a word document to Canvas Assignments by 11:59 pm, December 10th.

Submit Final paper/curated topic compilation/reflection as a word document to Canvas Assignments by 11:00 pm on December 10th

Please use the file names YOURlastNAMEfirstname4201posts, YOURlastnamefirstnamne4201curated, YOURlastnamefirstNAME4201paper