



## BUSML 4201: Consumer Behavior – SUMMER 2023

**Instructor:** Isabella Bunosso  
**Email:** [Bunosso.1@osu.edu](mailto:Bunosso.1@osu.edu)  
**Office Hours:** Tues 1:00 – 2:00 PM on Zoom ([virtual meeting room link](#)) or by appointment

**Class Time:** Tues and Thurs 11:10AM – 12:30 PM  
**Class Location:** Schoenbaum Hall 230  
**Instruction Mode:** In-person

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### COURSE DESCRIPTION

Marketing begins and ends with the consumer. Therefore, it is essential that anyone wishing to understand marketing understands the consumer. This course is designed to give you an overview of consumer behavior and is intended to acquaint you with both what it means to be a consumer in a market-oriented society and what a marketer needs to know to understand the role of meeting the consumer's needs in the development of marketing strategy. To this end, we will explore processes involved in consumption and ways in which marketers are better able to predict and influence behavior.

### COURSE OBJECTIVES

1. To understand the concepts, theories, and principles from the social sciences that apply to consumers and their purchase behavior.
2. To learn how to make appropriate marketing decisions based on a sound knowledge of consumer behavior concepts.
3. To become a more knowledgeable consumer, understanding how consumer behavior principles may affect your own behaviors (both in the marketplace and in personal areas of your life).

### COURSE MATERIAL

**Textbook:** Consumer Behavior, 7th Edition by Wayne D. Hoyer; Deborah J. MacInnis; Rik Pieters ISBN-10: 1-305-50727-4 ISBN-13: 978-1-305-50727-2

- Available through CarmenBooks.
- Also available at OSU bookstores.
- A copy of the text (7<sup>th</sup> edition) has been placed on reserve at the architecture library (across the street from Fisher).

### COURSE FORMAT

Classes will be held in-person (unless otherwise noted on the course calendar). Classes will



consist of the instructor's lectures, student presentations, activities, and discussions. Information about exams and assignments will be discussed in class.

## **GRADED COMPONENTS**

### **Exams**

- There will be three exams this semester. All of the exams will include material from the classroom discussion (reinforced by the textbook) and any supplemental material provided by the instructor. You are responsible for all material even if we do not cover it in class.
- Exam 2 will primarily cover the new material covered after Exam 1 but might also have questions about the material covered on Exam 1. Exam 3 will primarily cover the new material covered after Exam 2 but might also have questions about the material covered on Exams 1 and 2.
- All exams must be taken in class at the scheduled time.

### **Written Assignments**

- Throughout the semester, you will have three individual assignments: [1] Attention Ad, [2] Perceptual Map, [3] Decision Rules. Instructions for these assignments will be discussed in class and posted on Carmen.
- All written assignments must be typed and submitted through Carmen.

### **Projects/Presentations**

- You will be responsible for one 10-minute presentation that will cover a trending topic related to consumer behavior and pose questions to the class for discussion of the topic. You will choose which day you present. I will provide more detail about the nature of these presentations during the first two classes.
- At the end of the semester, there will be a final group project that you will present to the class. You must be present at your presentation to receive credit. I will provide more detail about the group project as the semester progresses.

### **Class Participation**

- Consistent attendance and participation are important in creating an interesting and meaningful learning experience. You should regularly attend class.
- During each class, students should be prepared to answer questions and participate in class activities and discussions.
- From time to time, there may be group/partner activities in class in which you will be expected to participate.
- When your classmates are speaking, be respectful, listen carefully, and do not interrupt.



| Grade Components  | Points Possible                                   |
|---|---|
| <b>Exams 1, 2, &amp; 3</b>                              | <b>600 points</b><br><i>200 points each = 600</i> |
| <b>Assignments 1, 2, &amp; 3</b>                        | <b>125 points</b>                                 |
| <i>1: Attention Ad</i>                                  | <i>25 points</i>                                  |
| <i>2 &amp; 3: Perceptual Map &amp; Decision Rules</i>   | <i>50 points each = 100</i>                       |
| <b>Projects/Presentations</b>                           | <b>125 points</b>                                 |
| <i>Individual Presentation</i>                          | <i>25 points</i>                                  |
| <i>End of Semester Group Project &amp; Presentation</i> | <i>100 points</i>                                 |
| <b>Class Participation</b>                              | <b>50 points</b>                                  |
|   | <b>Total = 900</b>                                |

## GRADING POLICIES

### Missed Exams Policy

No make-up exams will be given without prior notification. If you miss one of the exams due to unavoidable circumstances (e.g., serious illness, family emergency) and notify the instructor via email prior to the exam, you have the option to take a make-up exam, different from the one given during the scheduled course time. If the instructor is not contacted *prior* to the exam via email, the student will receive a zero (0) for the missed exam.

### Late Assignments Policy

- All assignments must be turned in before the deadline. Email me as soon as possible if you have an extenuating circumstance that would prevent you from submitting an assignment on-time.
- Assignments handed in after they are due will receive a maximum of half-credit, except for documented emergencies. Assignments will not be accepted for credit more than one week after the initial due date.

### Grade Appeal Policy

Grades on assignments are intended to reflect the overall quality of performance of the



student(s). If you think your grade on an assignment does not reflect the quality of your performance, you may submit a clear, written explanation of your reasoning within one week following the return of your assignment. The written appeal need not be long, but it must clearly identify the problem or issue of concern. I cannot guarantee a grade change, but I will consider your appeal. There will be no grading appeals after the one-week deadline has expired.

## COMMUNICATION

To reach me outside of class, please contact me via the university's Outlook email system ([Bunosso.1@osu.edu](mailto:Bunosso.1@osu.edu)), rather than through the Carmen system as I check this Outlook email much more frequently. If you cannot attend my officially scheduled office hours, you can also email me to set up an appointment, although my availability outside of class will be limited.

I will use Carmen's announcements system to contact you individually or as a group about the course (e.g., changes in the syllabus, assignments, etc.). It is your responsibility to make sure that announcements sent via Carmen can reach you on a regular basis.

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## ADDITIONAL POLICIES

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University Policies,  
Services and  
Resources  
([go.osu.edu/UPolicies](http://go.osu.edu/UPolicies))



Fisher Undergraduate  
Handbook and  
QuickLinks  
([www.bsbalinks.com](http://www.bsbalinks.com))



Fisher Navigator  
Resource Portal  
([www.nav-1.com](http://www.nav-1.com))



## Academic Integrity

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\(A\)](#)

## Student Disability Services

Any student who feels she/he may need an accommodation based on the impact of a disability should contact me privately at the beginning of the semester to discuss your specific needs. The Office for Disability Services is available to help coordinate reasonable accommodations for students with documented disabilities (614) 292-3307; [slds@osu.edu](mailto:slds@osu.edu); and to schedule exam accommodations: [slds-exam@osu.edu](mailto:slds-exam@osu.edu)).

## Course Enrollment Policy

Fisher College of Business strongly enforces University attendance policies. As per University rule 3335-8-33, any student may be disenrolled from a course for failure to attend by the first Friday of the term, or by the 3rd instructional day of the term, or by the second scheduled class meeting, whichever occurs first.