



Sem: FALL 2022 Class Day/Time: ONLINE

Classroom: N/A

Instructor: Dr. Xiaoyan Deng

E-mail: DENG.84@OSU.EDU

Office Hours: By appointment

Office: Fisher Hall 554

**Course Description:**

Marketing begins and ends with the consumer, therefore it is essential that anyone wishing to understand marketing understand 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 Learning Outcomes:** By the end of the course, student should be able to:

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 buying patterns.

**Pre-Requirements:** Prereq: 3250 (650), AcctMIS 2200 (211), 2300 (212), BusMGT 2320 (330), 2321 (331), BusMHR 2291 or 2292 (BusADM 499.01)

**Evaluation Criteria:**

Graded Components	%	Type
Exams (2 x 20%)	40%	N ↑
Quizzes (10 x 1%)	10%	N ↑
Self-Assessment (10 x 1%)	10%	N ↑
Discussion Boards Participation	6%	O 🗨️
Individual Assignments (2 x 8%)	16%	N ↑
Group Assignments (3 x 6%)	18%	C 🗨️

**Requirements for each form of graded component. Failing to follow these will represent academic misconduct. See below.**

**Independent Work [N ↑]:** Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.

**Collaboration Required [C 🗨️]:** An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).

**Collaboration Optional [O 🗨️]:** Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one's original and individual creation.

**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](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))



## Required Textbook and Online Content:

- The textbook and/or courseware for this course is being provided via CarmenBooks. Through CarmenBooks, students obtain publisher materials electronically through CarmenCanvas, saving them up to 80% per title. The fee for this material is included as part of tuition and is listed as *CarmenBooks fee* on your Statement of Account. In addition to cost-savings, materials provided through CarmenBooks are available immediately on or before the first day of class. There is no need to wait for financial aid or scholarship money to purchase your textbook.
- Unless you choose to opt-out of the program, you do NOT need to purchase any materials for this course at the bookstore. For more information on the program or information on how to opt out, [please visit the CarmenBooks website](#).

**Title/Author(s):** *Consumer Behavior* (7<sup>th</sup> Edition) by Wayne D. Hoyer, Deborah J. MacInnis, and Rik Pieters  
**ISBN (13):** 978-1305507272                      **Year:** 2018                      **Publisher:** Cengage Learning

- Access this eBook through the CarmenBooks reader link in the course navigation ([Modules](#)).
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## Course Format and How this Course Works

**Mode of Delivery:** This course is 100% online. It consists of two hours of asynchronous lecture viewable online at your own pace, and one hour of other online contents you will work on at your own pace (e.g., quizzes, chats/discussions).

**Pace of online activities:** This course is divided into **weekly modules** that are released on Monday. 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:** 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, quizzes, etc.) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

**Attendance and participation requirements:** Because this is an online course, your attendance is based on your online activity and participation. The following is a summary of everyone's expected participation:

- **Participating in online activities for attendance:** 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.
  - **Weekly assignments and participating in discussion boards:** Please pay attention to the Carmen announcements about the required work. Each week you can expect to complete several online assignments. In addition, you are required to work on an individual or group assignment, or participate in class discussion, on the week's topics. You will receive feedback on your assignments and participation in discussion boards.
  - **Dis-enrolled:** Any student who fails to complete an online assignment for the course, without giving prior notification to the instructor, will be dis-enrolled after the first Friday of the term.
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## Graded Component Details

### Exam Details:

- There will be two exams this semester. The exams will be based on the lectures, textbook, and any supplemental materials provided by the instructor. Although the exams will be primarily based on the lectures, some questions will come from the textbook as well as supplemental material. Also, these materials provide an extremely important backdrop for learning the theories discussed in the lectures. So, it's to your best interest to carefully go through the assigned textbook readings and supplemental materials.
- Each exam will only cover the information presented during the portion of the class stated on the syllabus and will not be cumulative.

- Both exams take place at the scheduled date and time. Barring an EMERGENCY, you MUST take the exam at the scheduled date and time. You must complete the exam yourself, without any external help or communication.
- Proctorio, an online proctoring tool, will be used during this course. Proctorio offers you flexibility to take your exams at the time and in the location of your choosing.
  - Technology requirements: Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection.
  - Testing environment: During the course of an exam, Proctorio will record the testing environment, therefore students should select private spaces for the exam session where disruptions are unlikely and where recording devices can be enabled. Instructions for Proctorio use will be provided.
  - Limitations: To use Proctorio you must be over 18 years of age. Additionally, the tool has limitations in its accessibility for students reliant upon screen readers and keyboard navigation. Additional information on academic integrity at Ohio State and [recommended proctoring options](#) are available.
  - Academic integrity and academic misconduct: Please note that while Proctorio settings may flag suspected cheating during exams, these automatic measures do not constitute a determination of academic misconduct. Any suspicion of misconduct will be referred to the [Committee on Academic Misconduct](#) and evaluated through a fair and transparent process
- If you have concerns about using an online proctoring tool for the reasons listed above or in general, please work with me to find an equivalent alternative.

#### Weekly Online Assignments Details:

- Each week you can expect to complete several online assignments. These online assignments may include: (1) reading the assigned material, (2) taking the quizzes to demonstrate your knowledge of the assigned readings, and (3) completing some self-assessment tasks related to the readings.
- These online assignments need to be completed before the deadline. Any assignments completed after the deadline will not be counted toward your grade.

#### Participation in Discussion Board Details:

- You are required to post your thoughts on a variety of discussion topics as part of your participation in discussion boards.
- Your comments need to be posted before the deadline. Any comments posted after the deadline will not be counted toward your grade.

#### Assignment Details:

- There are five assignments in this course: [1] perceptual maps (**group** assignment), [2] attitudes (**individual** assignment), [3] decision rules (**individual** assignment), [4] the nudge challenge (**group** assignment), [5] the presentation of the nudge challenge solutions (**group** assignment).
- For individual assignments, you are expected to work individually and turn in your write-up before the deadline.
- For group assignments, you will be randomly assigned to a team of 5 students. For assignments [1] and [4], each team turns in a write-up of the solutions the team develops before the deadline. For assignment [5], each team turns in the presentation slides before the deadline and presents their group work (you will record your presentation and send me a link to the video for assessment purposes). For the group assignments, if you do not contribute to the group work, your name should not appear on the write-up and you will not receive credit for that group assignment.
- All assignments must be turned in before the deadline. Assignments turned in after they are due will receive a maximum of half-credit. The only exceptions are for documented emergencies. Assignments will not be accepted for credit more than one week after the initial due date under any circumstances.
- Please note that I won't be able to check your assignments for accuracy before they are due.

## **Grading Scale**

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

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## **Additional Policies**

### **Testing Policy:**

Missed exams can only be made-up in extreme cases (see below for Fisher's exam rescheduling policy including scenarios for which exam rescheduling may be permitted) 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 ([deng.84@osu.edu](mailto:deng.84@osu.edu)) as soon as you know of a potential problem or conflict with an exam date. Alternative methods (e.g., essay) of testing may be used for make-up exams.

- Serious illness of the student or close family member
- Death or significant event in the student's family
- Emergency (fire, burglary, auto accident)
- Representing Fisher at an authorized event such as a Case Competition, National Career Event
- A second-round interview with a prospective employer
- Student stranded due to bad weather

### **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 document 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.

### **Course Technology:**

2. Baseline technical skills for online courses
  - Basic computer and web-browsing skills
  - Navigating Carmen: for questions about specific functionality, see the [Canvas Student Guide](#).
3. Required technology skills
  - [CarmenZoom virtual meetings](#)
  - [Recording a slide presentation with audio narration](#)
  - [Recording, editing, and uploading video](#)
4. 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.
5. Required software. [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.
6. 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.

### **Safety and Health Policy:**

All teaching staff and students are required to comply with and stay up to date on all [University safety and health guidance](#).

### **Student Life Disability Services:**

The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the university's [request process](#), managed by Student Life Disability Services. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. **SLDS contact information:** [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307; [slds.osu.edu](http://slds.osu.edu); 098 Baker Hall, 113 W. 12<sup>th</sup> Avenue.

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## DETAILED COURSE CALENDAR AND ASSIGNMENT DEADLINES

Week	Content Available Date	Course Topics/Activities	Self-Assessment & Quiz Deadline	Discussion Board Post Deadline	Assignment & Deadline
1	Aug 22	Why and How to Study Consumer Behavior	11:59 PM on 8/24 (Chapter 1)	11:59 PM on 8/29	
2	Aug 29	Motivation, Ability, and Opportunity	11:59 PM on 8/31 (Chapter 2)	11:59 PM on 9/5	
3	Sep 5	Exposure, Attention, and Perception	11:59 PM on 9/7 (Chapter 3)		Perceptual Maps <b>Group</b> Assignment (due before 11:59 PM on 9/21)
4	Sep 12	Categorization, Memory, and Learning	11:59 PM on 9/14 (Chapter 4)	11:59 PM on 9/19	
5	Sep 19	Attitudes Formation and Change	11:59 PM on 9/21 (Chapters 5-6)		Attitudes <b>Individual</b> Assignment (due before 11:59 PM on 10/5)
6	Sep 26	<b>Exam 1</b> <b>Date: 9/29</b>			
7	Oct 3	Decision Making	11:59 PM on 10/5 (Chapters 7-9)		Decision Rules <b>Individual</b> Assignment (due before 11:59 PM on 10/19)
8		<i>Fall Break/No Class</i>			
9		<i>ACR Conference/No Class</i>			
10	Oct 24	Decision Biases		11:59 PM on 10/31	
11	Oct 31	Context Effects			The Nudge Challenge <b>Group</b> Assignment (due before 11:59 PM on 11/16) The Nudge Challenge <b>Group</b> Presentation (due before 11:59 PM on 11/22)
12	Nov 7	Post-Decision Processes	11:59 PM on 11/9 (Chapter 10)	11:59 PM on 11/14	
13	Nov 14	Social Influences on Decision Making	11:59 PM on 11/16 (Chapter 11)	11:59 PM on 11/21	
14		<i>Thanksgiving Break/No Class</i>			
15	Nov 28	<b>Exam 2</b> <b>Date: 12/1</b>			

Note: this schedule is subject to change when necessary.