

COURSE CALENDAR: BUSML 4201; AUTUMN 2025*



BUSML 4201
Consumer Behavior

Spring 2025	Section (Course #) Day/Time	Room
Instructor: Robin L. Soster, PhD	0050 (2492) MW 11:00 AM – 12:20 PM	Gerlach Hall 275
Email: soster.4@osu.edu (see email policy)	0090 (2902) MW 12:45 PM – 2:05 PM	Schoenbaum Hall 300
Office Hours: Fisher 250; W 3:00 – 4:30 PM; T 12:00 – 1:00 PM (via ZOOM , must register!); or by appointment		
Teaching Assistant (TA): Sophia Stahl (stahl.261@buckeyemail.osu.edu)		

Course Description: This course examines how and why people behave as consumers. Its goals are to provide an understanding of consumer behavior based on extensive research and to provide experience in the application of this knowledge to marketing management and social policy decision making.

This course focuses on application of the behavioral sciences to help understand consumer behavior. Emphasis is placed on understanding the essentials underlying consumer behavior and developing an ability to relate such understanding to important issues faced by marketing practitioners. Course topics include perception, memory, affect, learning, persuasion, motivation, behavioral decision theory and environmental (e.g., social and cultural) influences.

Course Learning Outcomes: After completing this course, students will:

- understand the concepts, theories, and principles from the social sciences that apply to consumers and their purchase behavior.
- learn how to make appropriate marketing decisions based on a sound knowledge of consumer behavior concepts.
- 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).

Pre-Requirements: Prereq: BUSML 3250, AcctMIS 2200, 2300, BusOBA 2320, and 2321; and BusMHR 2291 or 2292.

Course Format: In-Person

Required Texts/Materials:

Textbook Title: Wayne D. Hoyer, Deborah J. MacInnis, and Rik Pieters (2024), *Consumer Behavior*, 8th Edition, Cengage Learning: Boston, MA; ISBN-13: 978-0357721384; **Additional Materials:** There may periodically be additional readings from books (popular press / business / psychology) for the class. I will provide copies of these readings approximately a week in advance of when associated assignments are due.

Evaluation Criteria:

Graded Components	% of Total	Type
Exams 1, 2, & 3 (non-cumulative; 15% each)	45%	N ↑
Individual Assignments and Participation	10%	N ↑
Consumer Decision Making Interview / Report	10%	O 🗨️
Group Not-So-Mini Project	25%	C 🗨️
Group Members' Evaluation of Your Contribution	10%	O 🗨️

(See remaining pages for Details/Due dates).

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.

*This schedule is subject to change at the instructor's discretion. Any changes will be posted on CarmenCanvas. Page 1 of 8

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

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



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



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



University Healthy & 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 course is an in-person class. Students are expected to attend all lectures, scheduled exams, and presentations. Exam dates (and other assignment due dates) are **highlighted** in the syllabus and on the course schedule. Make a note of them on your calendar!

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, Lab activities, project development, 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: Attendance is based on students' individual activity and participation. The following is a summary of expectations for participation:

- **Participating in class activities for attendance:** Students are expected to attend lectures.
- **CarmenCanvas:** Students are expected to log in to CarmenCanvas every week (During most weeks students will probably log in many times.) I send any course deviations and updates through the "Announcements" function in CarmenCanvas. Please make sure this is redirected to whichever email you check frequently.
- **Office Hours:** Office hours are optional. Office hours are listed on the first page of the syllabus. The instructor asks that students send a Microsoft 365 Outlook Calendar Invite to sign up for an appointment time. If students have any questions regarding office hours, please email the instructor.

Graded Component Details

1. **Exams [3 @ 15% each= 45%]:** There are 3 exams for this course. Exams will consist of multiple-choice and open-ended questions. The exams will cover all material assigned and are non-cumulative in nature. Exams will be available through the Honorlock app in CarmenCanvas, which requires Chrome (and disabling all other Chrome extensions). Please make sure you have installed the extension in Chrome prior to the first test. Again, all exams are non-cumulative (i.e., they only cover the topics in that section of the course).

All exams must be taken at the scheduled time. Students need to be on time to all exams. Barring an EMERGENCY, you **MUST** take the exams on those dates otherwise you will receive a zero. Please note the exam dates now: **Monday, October 6; Monday, November 3; and Monday, December 8** at the normal class meeting time.

2. **In-Class Exercises / Attendance [10%]:** On random days throughout the semester, attendance will be taken. Some days this might be through an in-class group exercise that applies the material we are covering that particular day. Alternately, some days, we may not have time for one of these exercises, so I will actually take attendance (rollcall or via TopHat in CarmenCanvas). **If you miss an in-class exercise or do not attend on one of these days, you will receive a ZERO.**

However, I understand that at times, life events may prevent you from attending. While you will receive a zero that day, my plan is to drop a minimum of two attendance grades at the end of the semester.

- Consumer Decision Making Interview / Report [10%]:** Due **Monday, November 24th at Midnight**. After we cover consumer judgment and decision-making (JDM), you will conduct an in-depth interview with someone not in the class about a recent purchase. Additional information about this assignment will be posted to CarmenCanvas.
- Not-So-Mini Project [25%]:** You and the group of your choosing (but no more than 6 members) will be completing a small group mini-project, including a written component and a presentation. There will be few “check ins” for your group throughout the semester. All written reports and PowerPoint decks are due no later than **10:00 AM, Monday, December 1st**. Presentations of your findings will take place in class December 1st and 3rd. These presentations may be recorded for grading purposes. Additional information about the group project will be posted to CarmenCanvas.
- Group Members’ Evaluation of YOUR Contribution to Not-So-Mini Project [10%]:** Given the nature of group projects, part of your final grade in the class will be based upon how your group evaluates your particular contribution to the mini-project itself. Your peer evaluation is due no later than **MIDNIGHT, Wednesday, December 3rd**.

If you do not complete a Peer Evaluation, you will not receive any points for this course requirement.

Course Grading Scale

Below is the *minimum* required percentage to earn each grade. The instructor does NOT round up or down. Grades are based on %, not the letter grade assigned by Canvas (Canvas makes assumptions that the instructor does not).

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%	93% - 90%	90% - 87%	87% - 83%	83% - 80%	80% - 77%	77% - 73%	73% - 70%	70% - 67%	67% - 60%	60% - 0%

Note: To earn an A or A-: Students must complete all the graded components in the course AND earn the minimum required %. For example, if a student earned 92%, but did not complete all the quizzes, then the student will earn a B+.

- The instructor DOES NOT change grades (except for clerical/math errors). Students may **appeal, but their grade may go up or go down** based on a re-evaluation. Appeals must be made in writing via email within 7 days of students receiving the grade. Students must explain the appeal as best as possible. Appeals will not be considered if it is a verbal complaint. The instructor does not promise to change the grade but will consider the appeal carefully and fairly.
- Once the final course grading scale is set, it is set. Even if a student misses the next letter grade by one point, you will have my sympathy, but I will not make adjustments, please do not ask.
- With the exception of capstone courses, the BSBA program recommends a **GPA of 2.9 – 3.3** in all required non-core specialization classes. The actual grade assigned will be based on what students earn.

Additional Policies

Testing Policy: 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, students **MUST** contact the instructor as soon as they know of a potential problem or conflict with an exam date. *If* a make-up exam is agreed to, it will be an **all-essay exam**. If a student is experiencing an extreme situation or emergency, please attempt to notify the instructor by email ASAP.

On testing days: you must arrive on time. Once one student has completed their test, you will not be able to enter the room or start your exam.

Communication Policy: Email is the best way to contact me. ***I do not check Carmen Canvas for messages.*** I often respond to email once per day, so if your request has not been answered, please be patient. I may/may not check my email on the weekends, so please plan accordingly. **Important:** Your Subject line *must* contain “**4201-course number.**” So, your emails should have *only* **4201-2492 or 4201-2902** as its subject (depending on your section). **If you do not include this, it is very probable that your email will be sent to my SPAM folder.**

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 requirements: All teaching staff and students are required to comply with and stay up to date on all University safety and health guidance. Non-compliance will be warned first and disciplinary actions will be taken for repeated offenses.

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; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

The Use of Generative AI (GenAI): GenAI can be a helpful resource for drafting creative content, brainstorming ideas, converting a creative idea into imagery, creating a “reverse outline” from a rough draft, and enhancing productivity. However, it is essential to approach its use thoughtfully and ethically.

You are **strictly prohibited** from using GenAI on the exams. You may use Gen AI (THOUGHTFULLY!) for your individual or group papers. When in doubt, please check with the instructor!

If you choose to use GenAI as a tool for any of your assignments, you are required to include the following statement with each assignment that uses GenAI:

1. Application Used: Specify the GenAI application or tool you used (e.g., Copilot, ChatGPT, Claude AI, Gemini).
2. Intended Purpose: Describe the purpose for which you used GenAI (e.g., idea generation, content creation).
3. Quality of Initial GenAI Output: Evaluate the initial output generated by GenAI. For example, was it accurate, biased, coherent, and/or relevant?
4. Iteration and Refinement: Explain how you revised prompts or adjusted parameters to refine the GenAI output. Did you experiment with different input prompts to improve the output?
5. Incorporation in Completed Assignment: Reflect on how you incorporated the GenAI-generated content into your assignment. How did you edit, adapt, or combine it with other ideas?

To summarize, while GenAI can be a valuable tool, remember that academic integrity remains paramount. You are responsible for developing and articulating your own ideas, so addressing how GenAI contributed to those ideas (as you would for any sources you use) is centrally important to your learning. That is why you are required to attribute GenAI-generated content with proper citations to avoid plagiarism. I also *urge you to consider the accuracy of information* incorporated in your assignment and the ethical implications of using GenAI in educational contexts. You are responsible for ensuring that the information you submit based on a GenAI query does not contain misinformation, unethical content, or violate intellectual property laws.

Finally, submission of GenAI-generated content as your own work is considered a violation of Ohio State’s Academic Integrity policy and Code of Student Conduct because the work is not your own. The use of unauthorized GenAI tools will result in referral to the Committee on Academic Misconduct. If I suspect that you have used GenAI inappropriately on an assignment for this course, I will ask you to communicate with me to explain your process for completing the assignment in question.

If you are suspected of using AI on the exams, you will be reported to COAM. **NO EXCEPTIONS!**

Your Mental Health: As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University's Student Life Counseling and Consultation Service (CCS) is here to support you. If you find yourself feeling isolated, anxious or overwhelmed, on-demand mental health resources (go.osu.edu/ccsondemand) are available. You can reach an on-call counselor when CCS is closed at 614-292-5766. 24-hour emergency help is available through the National Suicide Prevention Lifeline website (suicidepreventionlifeline.org) or by calling 1-800-273-8255(TALK). The Ohio State Wellness app (go.osu.edu/wellnessapp) is also a great resource.

Statement on Academic Misconduct

The Ohio State University's **Code of Student Conduct** (Section 3335-23-04) defines academic misconduct as: **"Any activity that tends to compromise the academic integrity of the University, or subvert the educational process."** Examples of academic misconduct include (but are not limited to) **plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination.** Ignorance of the University's *Code of Student Conduct* is never an "excuse" for academic misconduct. I recommend that you review the *Code of Student Conduct*, specifically, the sections dealing with academic misconduct.

Academic integrity is essential to maintaining the reputation and brand Ohio State. Thus, OSU and the Committee on Academic Misconduct (COAM) assume that all students have read and understand the *Code of Student Conduct* and that all students will complete all academic and scholarly assignments with fairness and honesty. Failure to follow the rules and guidelines established in the University's *Code of Student Conduct* and this syllabus constitute "Academic Misconduct."

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you witness academic misconduct, you are obligated to report it. If you suspect academic misconduct is occurring, you may report it to me and I will keep your identity strictly confidential. If you feel uncomfortable reporting to me, you may also report it to another instructor, the associate dean, or COAM. Not reporting academic misconduct is also a violation of the *Code of Student Conduct* and can lead to academic sanctions. Please contact me if you have any questions about this policy or about what constitutes academic misconduct.

More information and resources can be found here:

**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)



Course Technology:

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 CarmenCanvas: for questions about specific functionality, see the [Canvas Student Guide](#).
2. Required Technology Skills
 - [CarmenZoom virtual meetings](#)
3. 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.
4. 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. CarmenCanvas Access. You will need to use BuckeyePass multi-factor authentication to access your courses in CarmenCanvas. To ensure that you are able to connect to CarmenCanvas 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 CALENDAR: BUSML 4201; AUTUMN 2025*

Session	Date	Day	Topic	Assignment/Reading DUE
1	27-Aug	W	Introduction to Class, Professor, Syllabus; An Introduction to CB	H/M/P 1
	1-Sept	M	Labor Day; No Class!	
The Psychological Core				
2	3-Sept	W	Motivation, Ability, and Opportunity (MAO)	H/M/P 1; H/M/P 2; Prologue from <i>Shoptimism</i> , Lee Eisenberg (CarmenCanvas [CC])
3	8-Sept	M	MAO & Exposure, Attention, Perception, and Comprehension	H/M/P 2 & 3
4	10-Sept	W	Group Project Work Day 1 ***Group Members and Store Preferences Due by Midnight***	
5	15-Sept	M	Exposure, Attention, Perception, and Comprehension	H/M/P 3
6	17-Sept	W	Prior Knowledge, Long-Term Memory, and Retrieval	H/M/P 4
7	22-Sept	M	Prior Knowledge, Long-Term Memory, and Retrieval	H/M/P 4
8	24-Sept	W	Attitudes Based on High Effort	H/M/P 5
9	29-Sept	M	Attitudes Based on High/Low Effort	H/M/P 5 & 6
10	1-Oct	W	Attitudes Based on High/Low Effort; Recap, Review, Catch Up; Exam 1 Q&A	H/M/P 5 & 6
11	6-Oct	M	Exam 1 (Chapters 1 – 6; any outside readings)	
12	8-Oct	W	Group Project Work Day 2 ***Status Report Due by Midnight***	
The Process of Making Decisions				
13	13-Oct	M	Problem Recognition & Info Search	H/M/P 7
14	15-Oct	W	Judgment & Decision Making (JDM) Based on High Effort	H/M/P 8; “Deciding and Choosing,” ch. 3, <i>The Paradox of Choice</i> , Barry Schwartz (CC)
15	20-Oct	M	JDM Based on High & Low Effort	H/M/P 8 & 9; “Why Did I Choose You?” ch. 7, <i>Buy•ology</i> , Martin Lindstrom (CC)
16	22-Oct	W	JDM Based on High & Low Effort; Post-Decision Processes	H/M/P 8, 9, & 10
17	27-Oct	M	Post-Decision Processes	H/M/P 10
18	29-Oct	W	Post-Decision Processes; Recap, Review, Catch Up; Exam 2 Q&A	H/M/P 10
19	3-Nov	M	Exam 2 (Chapters 7 – 10; any outside readings)	

COURSE CALENDAR: BUSML 4201; AUTUMN 2025*

Session	Date	Day	Topic	Assignment/Reading DUE
The Consumer's Culture / Consumer Behavior Outcomes and Issues				
20	5-Nov	W	Social Influences on Consumer Behavior	H/M/P 11
21	10-Nov	M	<i>Individual Differences:</i> Consumer Diversity; Household & Social Class Influences; Psychographics	H/M/P 12, 13, 14
22	12-Nov	W	Individual Differences; Innovations: Adoption, Resistance, and Diffusion	H/M/P 12 – 14, 15
23	17-Nov	M	Innovations & Symbolic Consumer Behavior	H/M/P 15 & 16
24	19-Nov	W	Group Project Work Day 3 Written Report & PowerPoint Decks due by 10:00 AM, Monday, December 1st	
25	24-Nov	M	Symbolic Consumer Behavior; Marketing, Ethics, & Social Responsibility	H/M/P 16 & 17 & "Saving the Planet," ch. 12, <i>Nudge</i> , Thaler and Sunstein (CC)
			CDM Interview / Report due by MIDNIGHT, Monday, November 24	
	26-Nov	W	Thanksgiving Break—No Class!	
26	1-Dec	M	Final Group Presentations Day 1	
27	3 -Dec	M	Final Group Presentations Day 2 Recap, Review, Catch Up; Exam 3 Q & A Peer Evaluations due by MIDNIGHT	
28	8-Dec	W	Exam 3 (Chapters 11 – 16 [12 – 14 are partials]; any outside readings)	