



Sem: FALL 2023 Class Day/Time: W @ 6:15pm

Room: Gerlach 275

Instructor: Dr. Selin Malkoc

E-mail: malkoc.5@osu.edu

Office Hours: Wed 5pm or by appointment

Location: Fisher 510

Course Description:

This course is a follow-up course to “Consumer Behavior,” which focused on the process of consumer decision making and outcomes associated with those decisions. Consumers’ decisions are informed by several internal and external factors – which is the main topic of this course. The internal factors constitute the psychological core and include consumer exposure, attention, perceptions, categorization and comprehension of information, formation of attitudes and retrieval of information from memory. The external factors can include consumers’ family, social class and household, as well their culture, politics and psychographics. In this class, we will cover all of these topics and more, delving into the fascinating psyche of consumers.

Course Learning Outcomes: By the end of the course, student should be able to analyze:

- how consumers come into contact with marketing stimuli, notice them, and perceive them.
- how consumers compare new stimuli with their existing knowledge and attempt to understand or comprehend the information they take in on a deeper level.
- how consumers form opinions and attitudes (and how these opinions can be influenced/how consumers can be persuaded).
- how consumers retrieve information from memory.
- how consumers’ feelings, perceptions, and attitudes are influenced by psychographic, demographic and social factors.

Pre-Requirements: MBA 6250 or MBA 6252 or 6253.

Required Texts/Materials:

1. Course packet: <https://hbsp.harvard.edu/import/1083355>
2. Posted Readings on Carmen

Evaluation Criteria:

Graded Components	% of Total	Type
Exam	35%	N <input type="checkbox"/>
Associative Networks Assignment	15%	N <input type="checkbox"/>
Application Paper (done in trios)	30%	C <input type="checkbox"/>
Individual Class Participation	20%	O <input type="checkbox"/>

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



Fisher Undergraduate Handbook and QuickLinks
www.bsbalinks.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 is an in-person course. We will meet in-person twice a week for 90 minutes or once a week for 180 minutes. While I might post an occasional asynchronous lecture online, the majority of the classes will be in-person.

Credit hours and work expectations: This is a 1.5-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, etc.) in addition to 3 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

Attendance and participation requirements: Attendance is **expected**. Your ability to benefit from the course and contribute to the class is largely dependent upon your attendance during class meetings. You should come to class ready to discuss the assignment for the day, be it a reading, an assignment you are turning in, etc. If you cannot attend class, you will be responsible for everything covered or announced in class. If you must miss a class session for any reason, I expect you to make every effort to notify me prior to the class meeting.

Course Communication: The best way to reach me outside class is via email. I access my email many times a day – much more often than I check my phone messages. If you cannot attend my officially scheduled office hours, you can also always email me to set up an appointment at a different time that works with your schedule. I will either use your name.# or Carmen’s email system to contact you individually or as a group about the class (e.g., changes in the syllabus, assignments, etc.). It is your responsibility to make sure that emails sent via Carmen or your name.# reach you at an email address you check on a regular basis.

Office hours: I will regular office hours on Tuesdays @ 4pm. But, I am also available to meet by appointment.

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.

Graded Component Details

Exam Details:

- There will be one exam this semester. The exams will be based on the lectures, readings, and any supplemental materials provided by the instructor.
- The exam will be administered at the scheduled time and in-person, but in a digital format, using lockdown browser on Carmen. Barring, an EMERGENCY¹, you MUST take the exam at the scheduled time.
- If you have a valid reason (ideally with proof), you can reschedule the exam up to one week prior to the exam at the instructor’s discretion.

Memory Networks Assignment: This is an individual assignment, but it will require you to interview someone else before you can write your report. Details will be posted on carmen.

Application Paper (to be completed in trios): To complete your Application Paper, keep your eyes open for articles or examples that illustrate (or, perhaps, contradict) principles we discuss in class “in action,” so to speak (in other words, examples from the “real world”). You will work on this assignment in trios (which I will assign). The articles/examples you identify should be from a reputable source (i.e., not from personal blogs, discussions with friends, etc.) either in the popular press (e.g., magazines and newspapers) or academic literature (e.g., articles in academic journals).

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

¹ Following are considered extreme cases for which an exam can be made up: (1) serious illness of the student or close family member, (2) death or significant event in the student’s family, (3) emergency (fire, burglary, auto accident), (4) representing Fisher at an authorized event such as a Case Competition or national Career Event, (5) a second-round interview with a prospective employer or (6) student stranded due to bad weather.

Additional Policies

Late Assignments: Any written assignments must be submitted on or before their due date. Unless, you have a documented emergency and/or are excused BEFORE due date, late assignments submitted with a week of the due date will receive 50% of the points. Submissions beyond that will NOT be accepted.

Classroom conduct:

- The classroom is a professional learning environment, and students' in-class behaviors should reflect this. Intrusive classroom exits and entrances, systematic tardiness, use of laptop computers for email correspondence, and text messaging are rude, disruptive, and discouraged.
- We should all try to make the classroom atmosphere as congenial as possible to allow everybody to contribute to the class. This does not, however, mean that you must agree with every comment offered by your classmates (i.e., it's ok to disagree with me and your classmates as long as it's done in a civil and constructive manner).
- **Late assignments will not be accepted**. The only exceptions are for documented emergencies.

Use of Artificial Intelligence (AI):

- Unless I specifically mention otherwise (and in writing), the use of any AI-generated content in any deliverables in this course will be considered academic misconduct and will be acted on as such.
- Writing assignments will be turned in online and I will be using Turnitin and other applications that have AI detection algorithms. You need to complete the assignments using your own brain and your own thinking...which will lead to more of your own learning!

Testing Policy:

- Missed exams can only be made-up in extreme cases² (e.g., death of family member, see footnote for the list of 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.
- You MUST contact the instructor (malkoc.5@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. If you are experiencing an extreme situation or emergency, please attempt to notify the instructor (insert instructor' email) email ASAP.

Course Technology:

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](#).
2. Required Equipment
 - Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
 - 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.
3. Required Software. [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.
4. 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.

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- 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), visit ocio.osu.edu/help or email servicedesk@osu.edu 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]*
