

**MARK 3324-005**  
**BUYER BEHAVIOR**  
**Fall 2015**  
Tuesdays & Thursdays 5:30–6:50pm (COBA 253)

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**Instructor**

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**Course Prerequisite:** MARK3321

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**Course Materials**

- Required Textbook: *Consumer Behavior: Building Marketing Strategy*, 12e, Hawkins/Mothersbaugh/Best, ©2013, ISBN 978-0073530048.
- The information on additional required readings will be posted online through Blackboard.

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**Course Description**

The consumer is the final recipient of all marketing activity. Whether developing an advertising campaign, designing a new product or implementing a promotional strategy, a marketer must have a clear understanding of the targeted consumer. The purpose of this course is to introduce students to some of the key conceptual and theoretical foundations relevant to the study of the consumer choice process. Throughout the course, a permeating goal will be to provide students with insights as to how these concepts and ideas ultimately translate into improved managerial and strategic decision making. Current issues will be explored during the course in conjunction with the appropriate theoretical concept. Issues will be examined from the viewpoints of both consumers and marketers.

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**Student Learning Outcomes**

Upon successful completion of MARK 3324, students will be able to:

- Explain how consumer behavior is central to the concepts of segmentation, targeting, and positioning.
- Identify and explain the major sociological factors (e.g., cross-cultural variables, changing demographics in American society, social stratification, household structures, and peer groups) that may influence consumer behavior.
- Identify steps (stages) of the consumer behavior decision process.
- Identify and explain the major psychological factors (e.g., perceptions, emotion, attitudes, choice rules, and post purchase satisfaction) that may affect consumer behavior.

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**Course Communication**

All course-related messages will be posted on Blackboard (<https://elearn.uta.edu/>). On Blackboard you will find the course syllabus, the written assignments, online readings, and other announcements. Students may contact the instructor via email, Blackboard, phone or in-person. When sending email, please put "[MARK3324-005]" in the subject heading to clearly identify the email as relating to the course. It will ensure your important email gets the instructor's prompt attention.

**Please send your message from your UTA e-mail account.** The University requires that all correspondence among faculty, staff, and students originate from a University-assigned e-mail address. This policy is in place to protect your academic and personal information from unauthorized access.

## Course Format

Class meetings will feature lectures, videos, in-class exercises, and discussion. Students are encouraged to ask questions and make comments pertinent to the subject. Lectures will complement the text. Current changes in marketing will also be discussed along with other information pertinent to the subject.

## Evaluation and Grading

Your grade will be based on your performance in exams, quizzes, class participation, and assignments. There will be two major exams during the semester. Points will be awarded for exams, quizzes, class participation, assignments, and the project as described below. Late submission of assignments and the project may not be accepted.

Exam 1 (Ch01-06; 40 Qs)	80 pts. (16%)
Exam 2 (Ch07-12; 40 Qs)	80 pts. (16%)
Exam 3 (Ch13-18; 50 Qs)	100 pts. (20%)
Surprise Quizzes (5*14 pts.)	70 pts. (14%)
Term Project	100 pts. (20%)
Class participation	25 pts. (5%)
In-class Exercises	20 pts. (4%)
Take-home Assignments	25 pts. (5%)
<b>Total</b>	<b>500 pts. (100%)</b>

## Grade Scale

**A** (450-500); **B** (400-449); **C** (350-399); **D** (300-349); **F** (0-299).

## Surprise Quizzes (70 Points)

There will be 6 individually graded quizzes during the semester worth 14 points per quiz. These quizzes will cover material from the chapter in the textbook assigned as reading for the given day (as noted in the schedule). This means that each student is expected to review the assigned reading material before coming to class. Each student will be able to drop his or her one lowest quiz grades. *Note: There will be no make-ups for missed quizzes.* Please ALWAYS keep **Scantron** form and a #2 pencil handy for the classes.

Please also make sure to come to class **ON TIME**, as most quizzes will be given in the beginning of the class. If you come late, you will not get credits for any missed question.

## Exams (260 Points)

Three non-cumulative exams (worth 80, 80, and 100 points, respectively), which are made up of multiple-choice questions, will be given to test students' knowledge of course concepts. Text material not covered in lectures is fair game for exam questions.

## In-Class Exercises (20 Points):

These in-class exercises will **not** be announced in advance and cannot be made up if missed. These exercises will be used to help foster class discussion.

## Take-home Assignments (25 Points):

Each student will be required to submit 3 individual take-home assignments through Blackboard during the semester (see detailed instructions of these assignments on <https://elearn.uta.edu/>). The Blackboard will release the instructions of each assignment 15 days prior to the due time. So, it is your responsibility to check the Blackboard during the 15-day window for the information regarding each take-home assignment.

Assignments must be typed using the WORD software, professionally presented, and uploaded to Blackboard. Handwritten assignments will not be accepted. Take-home assignments are due at the beginning of class on the days noted in the course schedule. Assignments turned in after the first 10 minutes of class will be assessed a 2-point penalty, and will not be accepted that are more than 30 minutes late.

## **Term Project (100 Points)**

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Projects will focus on your ability to demonstrate an understanding of consumer behavior concepts. Students are required to form groups of three (3) or four (4). Each group must submit their topic (with a brief justifications to explain why this project excites you and how you are going to do the project), and a group index card (a list of group members' names, student ID numbers and telephone numbers) **in Week 4.**

Teamwork is an integral part of success in today's business environment. Although each of you may have different working styles, it is imperative that you be able to function effectively in teams. Often team problems occur as a result of miscommunication and can usually be resolved within the team. If there is a problem, address the issue immediately with the entire team, clarify all work assignments and establish responsibilities and tight deadlines.

Each member is expected to participate equally in the project. Members are expected to be present and on time for meetings, to be productive during the sessions, communicate openly, understand each other's point of view, be respectful and responsible, share ideas with others, and so on. Please choose your groups carefully. In the event of interpersonal conflict within a group, decisions made by the majority of the group will be respected.

At the end of the term, students must complete a confidential **PEER GROUP EVALUATION** form that requires you to divide 100% and assign a portion to each of the group members. A student whose performance is significantly below the standards established by the group will have his/her grade adjusted accordingly at the discretion of the instructor. Each member will be evaluated according to:

- i. availability/promptness for group meetings
- ii. level of cooperation and participation in group meetings
- iii. contribution to research, planning, and organization
- iv. contribution to the preparation of the written report

Groups are strongly encouraged to maintain a group log specifying attendance at meetings, work assigned and to whom, due dates, and completion dates. In the event of lack of participation by a member, the group may be asked to submit the log, prior to that student's grade being adjusted.

## **Class Responsibilities, Expectations, and Participation (25 Points)**

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- Regular attendance and promptness: Since concepts covered in class discussion are an integral part of this course, attendance is essential. Should you occasionally arrive late, please take the vacant seat closest to the door that you enter. If you must leave early on any day, I would appreciate it if you would mention it to me before class. If you then sit towards the door on that day, your leaving will be less of an interruption.
- Cell phones and pagers **MUST** be turned off or placed on silence mode during the class.
- Timely and thorough preparation for class.
- Class participation in the form of observations, opinions and questions is an important component of the learning process. Participation grades will be based on the frequency and the quality of the student's contribution to class discussions. The dependency of your overall grade on class participation will be particularly high during case discussions. Grading of this component will be based on my perception of your performance in both voluntary and directed participation.

The classroom experience is an important component of the learning process for this course. In order to get to know you, you are required to complete the "student data sheet" by **Week 2** (a template will be provided in the first meeting).

## **Make-up Policy**

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There will be no make-up for surprise quizzes or in-class exercises. Missing a scheduled exam for an

unexcused reason will result in that exam being counted as a zero. Make-up exams may be taken under circumstances of illness/family death or emergency, and if the student contacts me **BEFORE** the scheduled exam. Students will only be allowed to take a makeup exam if they have written proof of why they could not take the exam.

### Tentative Course Schedule

The following is a tentative schedule for the semester. The instructor reserves the right to make any changes necessary to this schedule, and will announce any necessary changes ahead of time. You are responsible for being aware of any changes that may occur. Absence is not a legitimate reason for being unaware of announced changes in class activities and dates for assignments and exams.

Week	Session	Topic	Text Chapters	Deadlines
1	8/27	Introduction	Syllabus	
2	9/1	Consumer Behavior and Marketing Strategy	Ch01	
	9/3	Culture	Ch02	
3	9/8	Culture (cont.)	Ch02	
	9/10	Values Subculture	Ch03 Ch05	
4	9/15	Demographics and Social Stratification	Ch04	<i>Group Index Card due</i>
	9/17	Demographics and Social Stratification (cont.)	Ch04	
5	9/22	Family	Ch06	
	9/24	No Class (Meeting with your group for the term project; I'll be at an international conference)	-----	
6	9/29	<b>EXAM 1</b>	<b>Ch01-06</b>	
	10/1	Reference Groups	Ch07	
7	10/6	Perception	Ch08	
	10/8	Perception (cont.)	Ch08	
8	10/13	Learning & Memory	Ch09	
	10/15	Motivation, Personality, Emotion	Ch10	<i>Take-home Assignment #1 due*</i>
9	10/20	Motivation, Personality, Emotion (cont.)	Ch10	
	10/22	Attitudes	Ch11	
10	10/27	Self-concept & Lifestyle	Ch12	<i>Take-home Assignment #2 due*</i>
	10/29	<b>EXAM 2</b>	<b>Ch07-12</b>	
11	11/3	Situational Influences	Ch13	
	11/5	Problem Recognition	Ch14	
12	11/10	Search	Ch15	
	11/12	Search (cont.)	Ch15	
13	11/17	Alternative Evaluation	Ch16	<i>Take-home Assignment #3 due*</i>
	11/19	Outlet Selection	Ch17	
14	11/24	Outcomes	Ch18	
	11/26	No Class (Thanksgiving Holidays)	-----	
15	12/1	Outcomes (cont.)	Ch18	
	12/3	Presentation of the term project	-----	<i>Presentation slides and written part of the term project due*</i>
16	12/8	Presentation of the term project	-----	
17	12/15	<b>EXAM 3 (5:30-7:00pm)</b>	<b>Ch13-18</b>	

Note:

\* These assignments must be in electronic version and uploaded to Blackboard before the due time (indicated on Blackboard).

## UNIVERSITY POLICIES AND PROCEDURES

### Drop Policy

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Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/aao/fao/>).

### Americans with Disabilities Act

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The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the *Americans with Disabilities Act (ADA)*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

### Title IX

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The University of Texas at Arlington is committed to upholding U.S. Federal Law "Title IX" such that no member of the UT Arlington community shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity. For more information, visit [www.uta.edu/titleIX](http://www.uta.edu/titleIX).

### Academic Integrity

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Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*

*I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

### Electronic Communication

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UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the

inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

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### **Student Feedback Survey**

At the end of each term, students enrolled in classes categorized as “lecture,” “seminar,” or “laboratory” shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

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### **Final Review Week**

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

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### **Emergency Exit Procedures**

Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

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### **Student Support Services**

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at [www.uta.edu/resources](http://www.uta.edu/resources).

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### **Writing Center**

The Writing Center, 411 Central Library, offers individual 40 minute sessions to review assignments, *Quick Hits* (5-10 minute quick answers to questions), and workshops on grammar and specific writing projects. Visit <https://uta.mywconline.com/> to register and make appointments. For hours, information about the writing workshops we offer, scheduling a classroom visit, and descriptions of the services we offer undergraduates, graduate students, and faculty members, please visit our website at [www.uta.edu/owl/](http://www.uta.edu/owl/).