BUS 335 – CONSUMER BEHAVIOR

Course Syllabus

Syllabus Objective

The purpose of this syllabus is to guide the participant in the requirements, demands, logistics and expectations of this course.

Getting Help

To receive technical assistance on issues related to Blackboard contact:

Academic Instructional Technology Help Desk
Monday-Friday 8:00 a.m. - 5:00 p.m. Mountain Time
719.587.7371
asaitc@adams.edu

To receive technical assistance on issues related to Blackboard Collaborate, 24 hours a day 7 days a week, call: 1(877)382-2293.

Welcome

Welcome to BUS: 335 – Consumer Behavior. I would like to take a moment to introduce myself. I currently serve as an adjunct professor in the School of Business at Adams State University through Extended Studies. I earned my undergraduate degrees in marketing and management (2008), as well as my Master of Business Administration (2011), from Adams State University which was recently ranked as one of the top 120 universities in the western United States. I am also working on my Ph.D. through an online program and most recently received my Post Masters College Teaching Certificate.

My professional background is motorsports marketing. From 1991 to 2003 I worked for The Van Dyke Agency, an advertising, marketing, and public relations firm where I started as a receptionist and worked my way up to Vice President. The firm specialized in motorsports which allowed the opportunity to work with several major teams including Indy Car, NASCAR, and NHRA. The firm also handled all of the grass roots marketing for Pikes Peak International Raceway (PPIR). I also worked at PPIR as an assistant to the pit-side announcing staff on race weekends. Due to the nature of the sport, I was also able to serve as public relations and marketing director at Rocky Mountain National Speedway for 13 years.

Marketing is my passion and I am happy to offer this course through Adams State University. I am confident this course will prove to be a valuable tool as you move ahead and I look forward to getting to know each of you. Best of luck!


**BUS 335 – CONSUMER BEHAVIOR**

**Instructor Information**

**Instructor:** Cherol Hudak, M.B.A  
**Email:** cherolhudak@adams.edu  
**Virtual Office Hours:** Wednesdays – 5:00 PM to 7:00 PM (MST)  
**Work Phone:** 719-588-9815

**Course Delivery**

Online, Semester-based

**Credit Hours**

3 Semester Hours

**Course Prerequisites**

BUS 304 – Principles of Marketing with a minimum grade of C- or T

**Course Time Limits**

All Semester-based courses follow a 16 week calendar as detailed in the Course Schedule.

**Course Materials**

Textbooks can be purchased from the Adams State University Bookstore. To order textbooks or obtain information about book titles, you may go to exstudies.adams.edu and click on the "Bookstore" link. Select the campus “Extended Studies”. (www.bkstr.com/adamsstatetore/home)

Use **Section Number: 1267** to order books from Bookstore site. This should provide the correct textbook information and ordering options.

If you have questions, you can contact the Bookstore by phone at 719-587-7912, email at asubookstore@adams.edu, or by mail to Adams State University Bookstore, 1603 1st Street, Alamosa, CO 81101.

**Required Textbook:**


**Optional Textbook:**

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Required Additional Fee for Each Proctored Exam:

- Up to 1 hour: $16.00
- Every additional hour after: $7.00 per student per examination.
- In this course, the Final Exam is proctored online.

Catalog Description

Study of consumer behavior as it relates to the marketing functions. Emphasis is on the models of consumer behavior and their applications to practical marketing problems.

Consumer Behavior is one of the most unique disciplines in the marketing field and represents the study of why consumers purchase or do not purchase products and services. Consumer behavior is unique in that it crosses over into many other fields including sociology, psychology, and anthropology. Many theories and models are presented that seek to help us understand how the human mind works in relation to consumer behavior.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

1. Demonstrate an understanding of the key terms, definitions, and concepts used in the field.
2. Identify and discuss the major ideas and processes that characterize the consumer behavior field.
3. Engage in their own consumer behavior with an increased self-consciousness of the forces at work, both internally and externally, whenever they make a purchase.

Course Requirements

This class consists of 8 Learning Modules; each lasting two weeks.

Academic Integrity Quiz

You are required to read and accept the Adams State Academic Integrity Policy. While it is not graded, it must be completed by the end of Module 1. It is listed under Module 1 under the heading "Accept Academic Integrity Statement."

Syllabus Quiz

When you have finished reading the entire syllabus, take the syllabus quiz which is 10 questions worth 2 points each. The syllabus quiz can be accessed under the assessment tab.
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Reading Assignments

Each module will contain specific reading assignments from the textbook as well as links to videos. You are responsible for reading and viewing all materials.

Discussion Boards

Online discussions are mandatory in this course. Full participation is necessary for you to receive an A in the class. You must make an initial post followed by a response to the posts of at least two other students. All initial discussion posts must be made by 11:59pm (MST/MDT) on the first Sunday of the module. It is important that you not only post ahead of the deadline but also that you post early as this gives other students time to respond. You must also respond back to all questions and comments about your post. The discussion will close at 11:59pm (MST/MDT) on the second (and last) Sunday of the module. When posting your discussions please type your comments directly into the discussion forum. Do not use attachments for discussion postings.

Discussion posts should be at least 150 words. Please be courteous when posting and avoid sarcasm and irony as they are easily misunderstood online. Discussions are worth 25 points each. There is a total of 10 discussion posts required, two of which are not graded.

There will also be a discussion forum labeled Ask the Instructor. If you have any questions about the course or assignments, please use this discussion forum.

Quizzes

You will take a quiz in Modules 1 thru 7. Quizzes can be accessed under the assessment tab.

Written Assignments

Assignments: All assignments are worth 50 points each. Assignments are specific to the module and detailed instructions are provided within each module. In general, use APA formatting including Times New Roman or Arial font, 12 point font size, and double-spacing. For essay assignments you must include a title page and use headings and subheadings whenever possible. For question assignments your answers must be well thought out and thorough and you must meet the page requirement.

Case Studies: Case studies are worth 100 points each. Case studies are specific to the module and detailed instructions are provided within each module. In general, use APA formatting including Times New Roman or Arial font, 12 point font size, and double-spacing.

When the assignment/case is complete, name the file as follows: yourlastname.module.assignment, save as an .rtf file, and submit through the assignment tab in the module you are in.
Plagiarism is a serious academic offense. Please avoid the consequences of academic dishonesty by citing all sources that you use in your work. Be advised that your papers are subject to plagiarism detection programs (see Academic Dishonesty within this syllabus)

Final Exam

The final exam will cover Chapters 14, 15, and 16. The test will consist of 50 questions worth two points each for a total of 100 points possible. The final exam will be proctored.

Online Proctored Exams

You will take ONE exam remotely, proctored by a service called Examity®. Detailed instructions on how to use Examity® are on the Syllabus and Information Page of this course. Please read the directions carefully and log in to Examity® as soon as possible to set up your profile. You should do this a minimum of one week before you plan to take your first Examity® online proctored exam.

To use Examity®, you will need to make sure you meet the following technical requirements:

- You must take your exam on a computer with a webcam and a microphone (both built-in and external are fine). You can test your webcam at www.testmycam.com.
- You must take your exam from a location with sufficient internet speed: at least 3 MPS upload and download speed. You can test your internet speed at http://www.speedtest.net.

IMPORTANT: There is an additional fee to students associated with taking an online proctored exam. See the Course Materials section of this syllabus or the Online Proctored Exams tab on the Syllabus and Information page for information on costs and how you can pay for your exam.

If you have any questions or concerns while setting up your account, registering or taking an online proctored exam, you can contact Examity's technical support team 24/7 via email at support@examity.com, phone at (855)-392-6489, or via live chat from the Examity® dashboard.

In this course, only the Final Exam will be proctored online.

Instructor Response Time

All emails will be answered within 24 hours. All written assignments will be graded with feedback within three days after submission. Discussions will be graded within three days of the discussion closing.
Late Policy

Five points per day will be subtracted for each late assignment.

Grade Distribution and Scale

In alignment with ASU academic policies, no D may apply to a major or minor field.

Grade Distribution:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points Possible</th>
<th>Percentage of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syllabus Quiz</td>
<td>20</td>
<td>2%</td>
</tr>
<tr>
<td>Quizzes (7 x 40)</td>
<td>280</td>
<td>28%</td>
</tr>
<tr>
<td>Assignments (6 x 50)</td>
<td>300</td>
<td>30%</td>
</tr>
<tr>
<td>Case Studies (2 x 50)</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Discussions (8 x 25)</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total Points Possible</strong></td>
<td><strong>1,000</strong></td>
<td></td>
</tr>
</tbody>
</table>

Grade Scale:

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Percentage Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>900 - 1000</td>
<td>90 -100%</td>
<td>A</td>
</tr>
<tr>
<td>800 - 899</td>
<td>80 -89%</td>
<td>B</td>
</tr>
<tr>
<td>700 - 799</td>
<td>70 -79%</td>
<td>C</td>
</tr>
<tr>
<td>600 - 699</td>
<td>60-69%</td>
<td>D</td>
</tr>
<tr>
<td>Below 600</td>
<td>59% and below</td>
<td>F</td>
</tr>
</tbody>
</table>

ADA Statement

Adams State University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Adams State University is committed to achieving equal educational opportunities, providing students with documented disabilities access to university programs. In order for a course to be equally accessible to all students, different accommodations or adjustments may need to be implemented. The Office of Disability Services (ODS) is located in Richardson Hall, Suite 3-100, by mail at 208 Edgemont Blvd., Suite 3-100, Alamosa, CO 81101, by email at odsd@adams.edu, or by calling 719-587-7746. They are your primary resource on campus to discuss the qualifying disability, help you develop an accessibility plan, and achieve success in your courses. Please communicate with them as early as possible; this can be in person, via email, or by phone.
The Disability Services Coordinator shall either provide you letters to give to your professors for accommodations or email these letters out to you and your professors.

**Academic Integrity**

In accordance with Academic Policy 100-03-01, Adams State University, to preserve academic integrity, does not tolerate academic dishonesty (misconduct). Every student is required to practice and adhere to the principle of ACADEMIC INTEGRITY while undertaking studies at Adams State University. Students and faculty at Adams State University value academic honesty as a virtue essential to the academic process. Cheating, plagiarism, unauthorized possession or disposition of academic materials, or the falsification or fabrication of one’s academic work will not be tolerated.

Any offense will result in a zero for the exam, lesson, or exercise in question and will result in failure of the course. Please refer to the ASU Extended Studies Academic Integrity website for more information including the student handbook: [Academic Integrity at Adams State University](#).

You are required to read and accept the Adams State Academic Integrity Policy. While it is not graded, it must be completed by the end of Module 1. It is listed under Module 1 under the heading "Accept Academic Integrity Statement."

All written work is subject to plagiarism detection software review.

**Student Identity Verification**

Adams State University utilizes a variety of methods to verify the identity of students enrolled in courses, including but not limited to: secure logins and pass codes, proctored exams, security questions, and other technologies and practices that are effective in verifying student identity. Some of these methods may incur an extra cost to students; associated costs will be outlined in the course syllabus, other University documents, and on the University website. Adams State University reserves the right to request additional government-issued documentation of identity from students for the purpose of ensuring that the person enrolled in the course is the person completing assignments, exams, and all other course requirements. Any student engaged in incidents of student identity fraud may face reprimand, disciplinary warning, a lowered or failing grade(s), and/or probation, or suspension from the course, academic program or University, or expulsion from the University.

**Technical Skills**

To be successful in this course, students are expected to be able to:

- Navigate the World Wide Web and efficiently use a web browser such as Firefox
- Have a basic understanding of their computer operating system
- Use Adobe Reader to view and download .pdf documents
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- Communicate via e-mail and attach files
- Play audio/video files
- Use a word processor such as Microsoft Office to create documents
- Use Blackboard tools which may include Collaborate
- Download and open PowerPoint presentations

Technical Requirements

A complete overview of the technical requirements and software for this course can be found here. Blackboard tutorials are available in the Student Support Module, located in the Syllabus and Information section of this course. Information for receiving technical assistance is also included. Keep in mind that in order for Blackboard to function properly, you must allow pop-ups for the site (online.adams.edu) and have Java properly installed on your computer. For more information on these and other technical requirements, see the videos in the Student Support Module in the above mentioned location.

Netiquette

Netiquette is the set of guidelines for communicating online in a professional and civilized manner. Students are expected to be courteous by demonstrating netiquette when communicating with their peers and instructor in this course.

- Be careful with the use of sarcasm and irony, as these can be easy to misinterpret.
- Do not post excessively or monopolize the conversation.
- Consider using a text editor such as Notepad to organize your thoughts before you post a reply.
- Do not type in all capital letters, as this can be considered shouting.
- Avoid the use of emoticons, abbreviations and informal language.

Accessing Library Resources

Students enrolled in this course can utilize the Adams State Nielsen Library from on and off campus by selecting the Nielsen Library link in the Syllabus and Information tab of the Course Menu. You will be asked to enter in your username and password. Use the same login information that you use to access Blackboard and all other Adams State information. This will bring you to a page that will provide you with login information for the different databases to which Adams State subscribes. With the login information in hand, go to http://www.adams.edu/library/resources/database.php

Adams State Resources

Adams State provides several resources to assist you and make your online learning experience a positive one. A listing of resources is available on the One Stop Student Services page on the Adams State Website (http://www.adams.edu). Some of the highlights are:
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Records Office - Campus contacts available to help you through the registration process.

Computing Services - Technical assistance.

Disability Services Handbook - Student Services can arrange assistance for students with special needs or disabilities.

Academic Calendar - Keep track of important dates.

The Paw Print - Adams State Student Newspaper.

Institutional Policies

All students are responsible for adhering to the expectations, policies, and procedures outlined in the Student Handbook.

For Institutional policies on items such as The Americans with Disabilities Act, Academic Integrity, Student Rights and Responsibilities and The Family Educational Rights and Privacy Act of 1974 (FERPA); please see the Student Handbook.

Extended Studies Policies and Procedures


Course Evaluation

At the end of the course you will be asked to complete an evaluation specifically for this course. This evaluation will be reported anonymously. Your comments and recommendations will be seriously considered as the course is updated. Your input throughout the course contributes to my commitment to continually improve the quality and relevance of this course.

Getting Started

Refer to the information contained in this syllabus anytime you have a question regarding the basic course information.

1. Review the Student Support Module contained in the Syllabus and Information section.
2. Proceed to Module 1.