BUS 335 – CONSUMER BEHAVIOR

SYLLABUS

Instructor: Professor Cherol Hudak, M.B.A.
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Phone: 719-588-9815
Address: PO BOX 1153
Alamosa, CO 81101

COURSE DELIVERY:

Print-Based Correspondence Course

CREDIT HOURS:

Three Semester Hours

PREREQUISITES:

BUS 304 (Principles of Marketing) with a grade of C- or greater

COURSE TIME LIMITS:

The minimum course completion time for a three credit hour, print-based correspondence course is six weeks from the date of enrollment.

All correspondence courses have a maximum course completion deadline of one year from the date of registration.

You should expect to spend as much time on a correspondence course as you do in a face-to-face course. As a rough guide, you should plan to spend six to ten hours per week on this course. The actual amount of time will vary from individual to individual. This estimate includes the time you spend in reading, and assignments.

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 "DISTLEARN" from the department menu. (http://adams.edu/students/sub/bookstore/)

Use Section Number: 1269 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 at 719-587-7981, email at asubookstore@adams.edu or by mail to Adams State University Bookstore, 208 Edgemont
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Blvd., Suite 3140, Alamosa, CO  81101.

Required Textbook:

CB\(^7\) (7th Edition) by Babin/Harris.  ISBN 978-1-305-40323-9

Optional Textbook:


CATALOG DESCRIPTION:

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:

Syllabus Assignment
When you have finished reading the entire Syllabus, please complete the Syllabus Agreement (located on page 11 of this Study Guide) acknowledging that you have read and understand the information included here within. You must email or mail a copy to me before you can start Unit 1. Failure to do so will result in a 20 point penalty which will be taken off your final grade.

Reading Assignments
Each unit will contain specific reading assignments from the text book. You are responsible for reading all materials.
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Written Assignments
Each assignment is specific to the unit and detailed directions are provided within each unit. In general, use APA formatting including Times New Roman or Arial and 12-point font and double-spacing. For essay assignments, you must include a title and use headings and subheadings whenever possible. When you complete an assignment, either send by email (preferable) or send by U.S. Postal Service mail to the address at the top of the syllabus to my attention. All assignments are worth 50 points each. An evaluation rubric is included below.

All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in the Syllabus.

Final Essay
For your final essay will be a minimum of 3 pages; double-spaced and APA formatted. When you complete the final essay, either send by email (preferable) or send by U.S. Postal Service mail to the address at the top of the syllabus to my attention. The final essay is worth 200 points. An evaluation rubric is included below.

All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in the Syllabus.

GRADE DISTRIBUTION AND SCALE:
In alignment with ASU academic policies, no D may apply to a major or minor field.

Grade Distribution:

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<thead>
<tr>
<th>Activity</th>
<th>Points Possible</th>
<th>Percentage of Grade</th>
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<tbody>
<tr>
<td>Assignments (16 x 50)</td>
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<tr>
<td>Final Essay</td>
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<tr>
<td>Total Points Possible</td>
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Grade Scale:

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

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.