**Wayland Mission Statement**

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

**Contact Information**

**Course**

: MKTG 4344 VC01 – Buyer Behavior

**Campus**

: WBUonline

**Term/Session**

**:** 2021 Fall 2 2025

**Instructor**

**:** Paul Hammeke MBA

**Office Phone Number/Cell #**

**:**

**WBU Email Address**

**:** paul.hammeke@wayland.wbu.edu

**Office Hours, Building, and Location**

**:**

**Class Meeting Time and Location**

**:**

**Catalog Description**

**:**

Consumers and industrial buyers as decision-makers in the marketplace. Influences of environmental trends, individual characteristics, group dynamics, and situational characteristics on purchase decisions, as well as consumer and industrial buying processes.

**Prerequisite:**

MKTG 3312

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Consumer Behavior: Building Marketing Strategy | Mothersbaugh | 15th | 2024 | McGraw-Hill | 9781-26613-1615 |
| Pitch Vantage |  |  |  |  | 9780-69293-3008 |

*This course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to* ***EVERY******class/material*** *and have to source through third party vendors.*

**Course Outcome Competencies**

**:**

* Articulate the common factors of consumer behavior (purchasing power, group influence, economic conditions, marketing campaigns, and personal preferences.
* Examine and understand the differences in psychographic, demographic, and lifestyle elements that influence buyer behavior
* Understand the six stages to consumer buying process to effectively market to buyers
* Research and explain trends that impact buyer decision making

**Attendance Requirements**

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Artificial Intelligence:** reference one of the following in regard to how generative artificial intelligence (GAI) such as ChatGPT may or may not be used in this course: Choose A, B or C and delete the others.

* 1. **No use of any generative AI tools permitted.**
     1. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
     2. All assignments must be fully created, designed, and prepared by the student(s).
     3. Any work that uses generative AI will be treated as plagiarism.

**Disability Statement:** In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

**Course Requirements and Grading Criteria**

**There are scheduled to be 2 exams totaling 60% of the total grade. Please email me in advance if you know you might miss the test dates. If you miss a test without informing me the make-up test will be completed with fewer minutes and a point deduction. The remainder will be a journal kept by the student. The Journal will be entered on the Journal section of Blackboard. Each chapter’s entry will be explaining in about 4 to 6 sentences what was unexpected to learn, what was learned that could be extra useful to your future professional goals. The journal will be worth 10% of the grade. The remaining 30% will be weekly discussion boards with topics chosen by the instructor. There will be a lack of points for not contributing, there will be minimal points for comments with minimal effort. And maximum points for responding with academic thought and responding to two other student’s postings and the instructor’s comments to your posting.**

**Student Grade Appeals**

**:** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

**Tentative Schedule**

Week Beginning Chapters / Test

8/11 1 – 2

8/18 3 – 4 -5

8/25 6 - 7

9/1 Ch 8 - 9 Test 1

9/8 10 - 11

9/15 12 – 13 - 14

9/22 15 - 16

9/29 17 18 Test 2

**Additional Information**

**Please only use your WBU email when emailing me. Thanks**