

**WAYLAND BAPTIST UNIVERSITY**

**VIRTUAL CAMPUS**

**SCHOOL OF BUSINESS**

**SYLLABUS**

1. 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.

2. Course: **MKTG 4344** **VC01, Buyer Behavior**

3. Term: **Spring 2014**

4. Instructor: **Leslie Boyd**

5. Office Phone and Wayland Email Address: [**leslie.boyd@wayland.wbu.edu**](mailto:leslie.boyd@wayland.wbu.edu)

6. Office Hours, Building, and Location: **Virtual Campus**

7. Class Meeting Time and Location: **Virtual Campus**

8. 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.

9. Prerequisites: MKTG 3312.

10. Required Textbook and Resources:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **REVIEW** |
| Consumer Behavior | Hawkins | 12th | 2013 | McGraw-Hill | 9780073530048 | Spring 14 |

11. Optional Materials:

12. Course Outcome Competencies:

* To examine the forces that influence buyer behavior in today’s markets
* To apply knowledge to marketing decision making
* To examine the research methods that marketers use to learn about buyers
* To investigate the impact of the Internet on buyer decision making and marketing practice.

13. Attendance Requirements: Students are expected to participate in all weekly assignments and discussions. Because of the nature of online classes, most of the knowledge acquired throughout the semester will be determined on the amount of effort the students put forth. I can be reached by email or my cell phone.

14. 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 Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291- 3765. Documentation of a disability must accompany any request for accommodations.”

15. Course Requirements and Grading Criteria: Specific requirements of the course including the criteria utilized to assess student achievement of outcome competencies, and the weight of each. A variety of means to evaluate student performance will be used and grading criteria will conform to the grading system contained in the latest WBU Academic Catalog. The assessment criteria and weights include:

|  |  |
| --- | --- |
| Homework, Quizzes and Participation | 10% |
| Consumer Interview | 20% |
| Case Studies | 45% |
| Final Exams | 25% |

Each student will receive a percentage of his/her grade from a **participation** score given at the end of the term. This score includes online class discussions, occasional quizzes given from the chapters in the book, and any homework assigned and discussed on the discussion board. While this is only **10%** of your final grade, it can help bump letter grades for borderline students. This in no way is meant to be busy work, but instead a tool to demonstrate knowledge acquired throughout the semester.

At the end of the semester, each student must turn in a **consumer interview** they conducted at some retail location. This interview cannot be a friend or family member. The idea is to observe and study the consumer behavior of a stranger and try to establish why the purchase was made. I will be looking for insight the student gained from both verbal and non-verbal clues. The student needs to be able to establish why the customer chose one particular brand over another and/or why the specific product was selected above other alternatives. This interview (Q & A) and analysis will be turned into me the last week of class. This will represent **20%** of your final grade.

The **case studies** will be done individually. Your task will be to select one of the cases at the end of Part 2, Part 3 and Part 4. Each student will turn in 3 different case studies. These will represent **45%** of your grade. The purpose of these case studies is to get you thinking about consumer behavior in a deeper sense. You will use the applied knowledge gained from each section to answer the questions at the end of the case.

One written **exam** will be given at the end of the semester. This exam will consist of short answer and essay questions covering all class materials, including assigned chapters, handouts, discussions, class exercises, movies, etc. The exam will represent **25%** of the final grade*.* If you stay on top of your cases, read the lecture notes, and actively participate, this exam will not be difficult for you to do well on. This is a comprehensive final.

16. Tentative Schedule: (Calendar, Topics, Assignments)

Week 1 Introduction - Course Syllabus; Student Bios; Part 1 Ch 1

#### Week 2 Part 2 Ch 2-4

#### Week 3 Part 2 Ch 5-7

Week 4 **Part 2 CASE STUDY DUE**

Week 5 Part 3 Ch 8 & 9

Week 6 Part 3 Ch 10-12

Week 7 **Part 3 CASE STUDY DUE**

Week 8 Part 4 Ch 13-15

Week 9 Part 4 Ch 16-18

Week 10 **Part 4 CASE STUDY DUE**

Week 11 **FINAL; CONSUMER INTERVIEW DUE**

17. Additional information as desired by the faculty member.