# C:\Users\starnesc\Downloads\image (1).png

Virtual Campus

School of Business

# 2. UNIVERSITY 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.

# 3. COURSE NUMBER & NAME:

MKTG 4344-VC01, Buyer Behavior

# **4. TERM**:

Winter 2019

# **5. INSTRUCTOR**:

Dawn Olson, MBA, EdD Candidate

# **6. CONTACT INFORMATION**:

Office phone: Daytime (615) 248-1446, Cell (615) 856-5842.

*Please leave a message, I have various class times and meeting responsibilities.*

WBU Email: [dawn.olson@wayland.wbu.edu](mailto:dawn.olson@wayland.wbu.edu)

# **7. OFFICE HOURS, BUILDING & LOCATION**:

M/T/W/TR - 3:00pm-5:00pm, Sunday - by appointment

Friday - no office hours, phone appointments available if needed.

# **8. COURSE MEETING TIME & LOCATION**:

Meeting day & time: Virtual course, no set times required.

# **9. 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

# 10. PREREQUISITE:

MKTG 3312

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| Consumer Behavior | Motherbaugh/Hawkins | 13th | 2016 | McGraw-Hill | 9781-25923-2541 | 3/16/16 |

# 12. OPTIONAL MATERIALS

# **13. COURSE OUTCOMES AND 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

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **16. 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.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

**Course Points**

|  |  |  |
| --- | --- | --- |
| Personal Introduction | 1 at 25 points | 25 |
| Weekly Discussion | 10 at 25 points each | 250 |
| Case Studies | 8 at 50 points each | 400 |
| Position Paper | Customer Satisfaction and the Consumer Decision Process | 125 |
| Final Exam | 1 at 200 points | 200 |
|  | **TOTAL COURSE POINTS** | **1000** |

**Grading Criteria**

This course will challenge your writing, editing, and research skills. You have four key assignment areas for this course.

**A. Introductions & Discussions** – Every week we will be discussing a different topic related to the chapter concepts. This will be a full group discussion in which participation is required.  You will receive points based on the thoroughness of your response using examples and quotes. If you include a reference, it must be cited according to APA style. Your post should be a minimum of 200 words. **(15 points each)**

**Response to classmate** - You will be required to respond to your classmates in the main discussion area.  This grade is in addition to the grade for your individual posts.  You must post a minimum of one substantive posts to your classmates.  Simply writing "great answer" or “I agree” will not count.  Your response should include a source to support your counter-argument or statement of support. All sources must be cited according to APA style. Your response should be a minimum of 100 words. **(10 points each)**

**B. Case Study Assignments -** These assignments are found at the end of the designated unit. More information for each assignment will be located in the weekly lesson folders. These assignments may include an analysis of the situation, application of chapter contents as they relate to the case, and recommendations based on the concepts presented in the case and chapter. (**50 points each**)

**C.**  **Position Paper** - In this paper you will choose a company and evaluate their strategy for the consumer decision process. Then, you will identify and evaluate the effectiveness of their customer satisfaction policies. Finally, you will take a position on customer satisfaction and the importance of policies to the consumer decision process related to the chosen company and a competitor. This paper will be 5-7 pages, APA style, double spaced, 12 size font with a title page and works cited. A minimum of three references is required. **(125 points)**

**D. Final Exam -** The final exam will be a comprehensive, multiple choice exam testing concepts learned throughout the course. This will be completed online in Blackboard and will be a timed test. NO LATE EXAMS will be accepted unless there are extenuating circumstances.  **(200 points)**

**17.1 Grade Appeal Statement:** “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/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.”

**Grading Scale**

|  |  |  |  |
| --- | --- | --- | --- |
| **Grading Scale** | | | |
| **Total Points** | **Letter Grade** | **Percentage** | **Grade Point** |
| 900-1000 | A | 90-100% | 4.0 |
| 800-899 | B | 80-89% | 3.0 |
| 700-799 | C | 70-79% | 2.0 |
| 600-699 | D | 60-69% | 1.0 |
| 000-559 | F | 0-59% | 0.0 |

# 18. TENTATIVE SCHEDULE

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Dates** | **Tasks** | **Assigned Reading** |
| 1 | Nov. 11 -1 7 | Introduction, Biographies  DQ 1 | Ch. 1 |
| 2 | Nov. 18 - 24 | DQ 2  Case 2-2 CVS | Ch. 2 & 3 |
|  | **Nov. 25-30** | **Thanksgiving Break** |  |
| 3 | Dec. 2 - 8 | DQ 3  Case 2-4 United Airlines | Ch. 4 & 5 |
| 4 | Dec. 9 - 15 | DQ 4  Case 2-7 Tide | Ch. 6 & 7 |
| 5 | Dec. 16 - 22 | DQ 5  Case 3-2 Dominoes | Ch. 8 & 9 |
|  | **Dec. 23 - Jan. 3** | **Christmas Break** |  |
| 6 | Jan. 6 - 12 | DQ 6  Case 3-4 Automotive Industry | Ch. 10 & 11 |
| 7 | Jan. 13 - 19 | DQ 7  Case 3-9 Campbell’s | Ch. 12 & 13 |
| 8 | Jan. 20 - 26 | DQ 8  Case 4-1 Scent Marketing  *\*Choose Company for Position Paper\** | Ch. 14 & 15 |
| 9 | Jan. 27 - Feb. 2 | DQ 9  Case 4-6 Tesla | Ch. 16 & 17 |
| 10 | Feb. 3 - 9 | DQ 10  Paper Due - Consumer Decision Process and Customer Satisfaction | Ch. 18 |
| 11 | Feb. 10 - 15 | **Final Exam** - Comprehensive exam covering chapters 1-18 | Study for Final |

# 19. ADDITIONAL INFORMATION

a. **Late Policy** – any assignment turned in after the due date will be subject to a 10% per day reduction of points.

b. **Absences resulting in missed due dates** - If you are unable to complete assignments before the due date, you must notify me immediately. Unexcused absences will result in a zero for that assignment.

c. **Grading time frame** - On average, assignments are graded within one week of being submitted. All assignments will receive feedback in Blackboard.

d. **Questions about coursework** - Please contact me anytime with course questions or concerns via email. Please call only during my office hours listed in the previous section.