**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**

**:** Summer 2025

**Instructor**

**:** Leon Chickering

**Office Phone Number/Cell #**

**:** 360-888-4725

**WBU Email Address**

**:** leon.chickering@wayland.wbu.edu>

**Office Hours, Building, and Location**

**:** email/text/call me. I am on Pacific time

**Class Meeting Time and Location**

**:** Online

**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 | MotherbaughHawkins | 14th | 2020 | McGraw-Hill | 9781-26015-8182 |
| Pitch Vantage Presentation Software |  |  | 2023 |  | 9780-69293-3008 |

*If this is an UNDERGRAD class the textbook for this course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. If the course requires a physical book you can order at bookstore.wbu.edu. The cost of all your materials are billed to your student account at $26.00 per credit hour. You can choose to opt-out, however if you do you will lose access to* ***all******classes/materials*** *and have to source through third party vendors You will be notified via email with access instructions and additional information. If you are in a GRADUATE class you will have an Automatic eBook which is billed directly to your student account or a physical book that can be purchased at bookstore.wbu.edu.  If you do not wish to participate in the Automatic eBook program, you will have the first week of class to opt-out of the program (additional details will be outlined in your email instructions).*

**Optional Materials**

**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**

<<Fill in specific requirements of the course including the criteria utilized to assess student performance and the weight of each. A variety of means to evaluate student performance should be used and grading criteria should conform to the grading system in the catalog.>>

**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**

Late assignments are graded with a 10% late penalty for the first week. Assignments later than 1 week will not be accepted. All late work and assignments that have been approved by the instructor must be turned in by final course date.

First Required Assignment – Students must take this 2-point assignment acknowledging they are taking this course.

Student Introduction – Students will earn 10 points for introducing themselves to their peers.

Presentations – There are 2 presentations on Integration of Faith and Retailing using Pitch Vantage. Each will be worth 75 points.

Chapter Quizzes – There are 15 Chapter quizzes worth 10 points each for a total of 150 points

Exams – There are two exams (Midterm and Final) that cover the course outcomes and objectives that are within the textbook chapters that are 100 points each for a total of 200 points.

Grading Scale:

A 90% - above 450 - 500

B 80% - above 400 - 449

C 70% - above 350 - 399



School of Business

D 60% - above 300 - 349

F 50% - above 0 - 299

## The University has a standard grade scale:

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond

the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion. If the work is not completed by the appropriate date, the I is converted to an F.

# Tentative Schedule

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Deliverable | Points | Percentage | Due Date |
| Week 1 |  |  |  | 6/8/2025 |
|  | Introduction - Consumer Behavior & Strategy | 10 | 1.8% | 6/8/2025 |
|  |  |  |  |  |
|  | Chapter 1 Quiz | 10 | 1.8% | 6/8/2025 |
| Week 2 | The Changing American Society: Values & Cross-Cultural Variations in CB |  | 1.8% | 6/15/2025 |
|  | Chapter 2 Quiz | 10 | 1.8% | 6/15/2025 |
|  | Chapter 3 Quiz | 10 | 1.8% | 6/15/2025 |
| Week 3 | The Changing American Society: Demographics |  | 1.8% | 6/22/2025 |
|  | Chapter 4 Quiz | 10 | 1.8% | 6/22/2025 |
|  | The Changing American Society: Subcultures |  |  | 6/22/2025 |
|  | Chapter 5 Quiz and Pitch Vantage Presentation on Faith | 85 | 21.8% | 6/22/2025 |
| Week 4 | The Changing American Society: Families, Households. |  |  | 6/29/2025 |
|  | Chapter 6 Quiz | 10 | 1.8% | 6/29/2025 |
|  | Group Influences on Consumer Behavior |  |  | 6/29/2025 |
|  | Chapters 7 Quiz | 10 | 1.8% | 6/29/2025 |
| Week 5 | Perception |  |  | 7/6/2025 |
|  | Midterm Chapters 1 - 7 | 100 | 18.9% | 7/6/2025 |
|  | Learning, Memory |  |  | 7/6/2025 |
|  | Chapter 8 Quiz | 10 | 1.8% | 7/6/2025 |
| Week 6 | Product Positioning & Motivation, Personality, and Emotion |  |  | 7/13/2025 |
|  | Chapter 9 Quiz | 10 | 1.8% | 7/13/2025 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Chapter10 Quiz | 10 | 1.8% | 7/13/2025 |
|  | Attitudes and influencing Attitudes |  |  | 7/13/2025 |
|  | Chapter 11 Quiz | 10 | 1.8% | 7/13/2023 |
| Week 7 | Consumer Behavior and Christian Business |  |  | 7/20/2025 |
|  | Buyer Behavior Pitch Vantage Paper | 75 | 8.9% | 7/20/2025 |
|  | Self-Concept |  |  | 7/20/2025 |
|  | Chapter 12 Quiz | 10 | 1.8% | 7/20/2025 |
|  | Lifestyle & Situational Influences |  |  | 7/20/2025 |
|  | Chapter 13 Quiz | 10 | 1.8% | 7/20/2025 |
| Week 8 | Consumer Decision Process |  | 1.8% | 5/27/2025 |
|  | Chapter 14 Quiz  | 10 | 1.8% | 5/7/2023 |
|  | Problem Recognition, & Information search |  |  | 5/9/2023 |
|  | Chapter 15 Quiz | 10 | 1.8% | 5/14/2023 |
|  |  |  |  | 5/15/2023 |
|  | Final Exam Chapters 8 - 15 | 100 | 18.9% | 5/16/2023 |
| Totals |  | 500 | 100.0% |  |

# Additional Information

Professor reserves the right to alter this schedule as needed.

Please be sure to ask if you have questions or concerns during this course. Remember that, while you are a student, you are also teaching and learning from your classmates through your education and experiences.

“This class will adhere to zero tolerance for using someone else’s work as your own.”

“Students are responsible for reading, understanding, obeying, and respecting all academic policies, with added emphasis being placed upon academic progress policies, appearing in the Wayland Baptist University Academic Catalog applicable to their curriculum and/or program of study.”