



Consumer Behavior

MKTG 3200

Semester- Spring 2017 – A4

Professor Name: Sandra Fields, University of Delaware

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Course Description

This course will investigate why people do what they do, and how they make the decisions they make by exploring the different aspects affecting buying behavior. By the end of this class, you will have a better understanding of the things to consider when designing a product, creating a marketing program or even managing a group of people. Introduction to Marketing is a prerequisite for this course.

Course Objectives

This course is intended for students requiring a knowledge of consumer behavior for their goals and aspirations. The perspectives we emphasize should be particularly relevant to careers in product management, advertising, retailing, sales management and marketing research. Class sessions will be devoted to discussion of selected concepts, relevant findings from research studies, and applications. Group assignments will be used to facilitate discussion and understanding of key concepts. Consistent preparation, rather than pre-exam cramming is an absolute necessity if learning and satisfactory performance is to take place.

Required Text

Consumer Behavior: Buying, Having and Being (Michael R. Solomon)

The text will be supplied by CIMBA.

Grading Policy:

There will be three exams (25% each) given during the semester. The exams will be based on the text, lectures and class discussions. Each exam will have a combination of multiple choice and short answer/essay questions. The questions will focus on your understanding of concepts and the ability to integrate/apply these concepts. The remaining 25% of your grade will be derived from group work which will include two written reports and a group presentation. Make up exams will not be given without the instructor's prior consent. A standard grading scale will be in effect; plus/minus grading will be applied; 97-100 A+, 93-96 A, 90-92 A-, 87-89 B+, 83-86 B, 80-82 B-, etc. There is no "extra work" available as a substitute for poor performance on exams and quizzes.

NOTE: A detailed day to day schedule will be available the first day of class.

Additional Information

The University of Iowa's Tippie College of Business is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Recommended grade distribution per Tippie College of Business:

Grade	Core Courses	Required Courses	Elective Courses
A	20%	30%	40%
B	40%	40%	40%
C	30%	25%	15%
D	10%	5%	5%

Attendance Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/3 of a letter grade in that class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program.

Absences due to illness require a note from the CIMBA Office Staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Grievance Policy

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Director, Brandelle Unkrich (319-335-1041, brandelle-unkrich@uiowa.edu). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

Academic Misconduct

The Tippie College of Business at the University of Iowa follows an honor code regarding academic misconduct. That code can be found at <http://tippie.uiowa.edu/honorcode.cfm> and includes cheating, plagiarism, unauthorized collaboration, obtaining an unfair advantage, forgery, facilitating academic dishonesty, and misrepresentation. Be sure you are familiar with this code. Students who exhibit academic dishonesty will receive a zero (0) for the assignment or examination involved and may receive an "F" for the class. All incidents of cheating will be reported to the CIMBA staff, as well as to the Senior Associate Dean of the Tippie College of Business. The decision of the professor may be appealed to a Judicial Board. The Honor Code for the Tippie College of Business will determine the appropriate appeal process.

Accommodating Students with Disabilities/Academic Accommodations

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with Student Disability Services, then contact Shannon Lizakowski (shannon-lizakowski@uiowa.edu) in the CIMBA Office to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

Sexual Harassment

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University website, www.sexualharassment.uiowa.edu/index.php, and to seek assistance from the CIMBA Director, Brandelle Unkrich, at 319-335-1041 or brandelle-unkrich@uiowa.edu.