



Consumer Behavior

Marketing: 3200

SPRING 2018

Professor Name: Mrs. Charla Caponi

Professor Email: charlanoelcaponi@gmail.com

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.

This Syllabus is subject to change

Course Materials & Resources:

REQUIRED TEXT - *Consumer Behavior: Buying, Having, and Being (Michael R. Solomon)*

Grading:

Grades are distributed as follows:

Homework and Participation	15%
Quiz	5%
Test 1	15%
Test 2	15%
Final	15%
Project Paper	20%
Project Presentation	15%
Total	100%

Grades will be assigned on the basis of total points earned and will take into account relative class standing in line with the University of Iowa's guidelines. Active, meaningful class participation will positively influence borderline grades and +/- grades will be used. Class participation will include but not limited to - verbal participation in course, quantity and quality of participation, paying attention, and attendance*. Course grades will be approximately distributed according to the recommended guidelines of the Marketing

Department at the University of Iowa, which is 30% A's, 40% B's, 25% C's and 5% D's. These are only guidelines.

Participation

Most importantly, **no cell phones or laptops** - even on mid-class breaks. Electronic devices distract the learning process.

*Class discussion and your contributions are important. Some of the criteria which impact effective class participation (and hence your grade) are:

- Is the participant a good listener?
- Is the participant willing to interact with other class members?
- Does the participant present information relevant to the discussion?
- Is the participant willing to challenge (in a constructive manner) statements from other students, guests and the instructor?
- Do the participant's comments add to our understanding of the situation?
- Do the participant's comments show evidence of analysis of the case or information being discussed?
- Does the participant distinguish among different types of data (i.e., facts, opinion, beliefs, etc.)?
- Does the participant exhibit a willingness to offer new ideas, theories, or facts, or are the participant's comments a repetition of case facts without analysis and conclusions?
- Do the participant's comments clarify and highlight important aspects of earlier points and lead to a clearer statement of the concepts being covered?

Each student is expected to contribute actively in class discussions utilizing personal knowledge, as well as information gleaned from the readings. Thus students will learn from each other as well as from the instructor. It is the responsibility of each student to come to class fully prepared.

Class Schedule

Week # Tentative Schedule: Lecture/Reading/Discussion Assignment

*Subject to change based on program schedule and which block the course is assigned to.

1	Course Intro & Ch1
2	Ch. 1 & Ch. 3
3	Ch. 2 & 4 & <u>Quiz</u>
4	Guest Speaker #1 & Ch. 5
5	Ch. 6, 7 & 8
6	Ch. 9, 10 & <u>Test 1</u>
7	TRAVEL WEEK
8	CH 11 & Presentation Update
9	Guest Speaker #2 & Ch.12
10	<u>Test 2</u> & Presentation Review
11	<u>Final Presentations</u>
12	Review for final exam & <u>Final Exam</u>

Final Exam - Date TBD

****Since CIMBA's schedule changes and is flexible, it is easier to mark classes with course meeting #1, #2, etc. or by week rather than specific dates. There are 23 course meetings in the semester, including the final or 12 academic weeks.*

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 (1/2 in the summer program)
- 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 Interim Director, Stephanie Schnicker (319-335-1041, stephanie-schnicker@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 the CIMBA Italy Office (cimba-italy@uiowa.edu) 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 Interim Director, Stephanie Schnicker, at 319-335-1041 or stephanie-schnicker@uiowa.edu.

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