



**Consumer Behavior**  
**Marketing: 3200**  
SPRING 2020

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Professor Name: Mrs. Arianna Colombari  
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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.

**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.

*This Syllabus is subject to change*

**Course Materials & Resources:**

REQUIRED TEXT-Consumer Behavior: Buying, Having, and Being (Michael R. Solomon) 12<sup>th</sup> Edition

**Grading:**

Grades are distributed as follows:

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Homework & Participation	15%
Test 1	20%
Test 2	20%
Final	20%
Project Paper Project Presentation	25%
<b>Total</b>	<b>100%</b>

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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. Homework and assignments will have a value of 15% in the final grade.

Make up exams will not be given without the instructor's prior consent.

Grades will be assigned based on 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\*.

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.

## **Participation**

Attendance at all classes and CIMBA sanctioned activities is MANDATORY.

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.

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.

## **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](mailto: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 ([cimbaitaly@uiowa.edu](mailto:cimbaitaly@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](http://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](mailto:stephanie-schnicker@uiowa.edu).

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