



MAR 4503-002
Buyer Behavior

Muma College of Business, Marketing

Instructor Name	Mikyong Lim	Semester/Term & Year:	Fall 2022
Office Number	BSN 3519	Class Meeting Days:	T/R
Phone Number	(813) 534	Class Meeting Time:	2:00 pm – 3:15 pm
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Office Hours:	T/R 12:00 pm – 1: 30 pm and by appointment	Delivery Method:	On-Campus

I. Welcome to Buyer (Consumer) Behavior!

Happy to have you on board with me this semester! In this course, we will study the basic concepts of buyer behavior, including pre- and post- purchase attitudes and behavior patterns, information processing, and the buyer’s decision-making process. Overall, this Buyer Behavior course will provide you with the tools and the concepts to **understand the buyer (consumer)** in the marketplace. Looking forward to meeting you!

II. Course Overview

Buyer Behavior (often called Consumer Behavior) is a sub-discipline of marketing at the crossroads of marketing and the social and behavioral sciences. In this course, we focus on consumers as decision makers influenced by numerous sources including much of their own information processing and emotional states. Although we touch on numerous consumer influences, we focus on perception, persuasion, and decision making, meaning much of our in-class material involves a mix of **consumer psychology** and **behavioral decision making**. You will be engaged in consumer-solutions exercises (i.e., theory application exercises) in which you develop a new an marketing idea utilizing consumer behavior theories we cover in our class.

III. Course Prerequisites

Basic Marketing (MAR 3023)

IV. Course Objectives

By the end of the course, students will be able to

- Discuss the importance of consumer psychological processes in making effective decisions
- Understand fundamental concepts that can explain and predict consumer behavior
- Better understand consumers through more in-depth analyses and empathy
- Leverage consumer psychology and related topics to increase product/service appeal
- Develop more influential messages for consumers
- Demonstrate strong presentation and group collaboration skills
- Communicate understanding of consumer behavior concepts in a clear, well-organized fashion

V. Teaching Methods

We combine lectures, classroom discussions, readings, exercises, and a consumer-solution project to help students appreciate the breadth and depth of buyer behavior and how to develop impactful marketing strategies and tactics.

VI. Required Texts and/or Readings and Course Materials

Weekly readings and detailed schedules of individual sessions will be posted to Canvas before class. Readings will include textbook chapters and online articles with current information available on Canvas. The textbook is optional, and old version of the textbook is acceptable.

Textbook (optional): Consumer Behavior: Buying, Having and Being by Michael R. Solomon, Pearson, 13th Edition. ISBN: 9780135226018

VII. Basis for Final Grade

Your grade will be determined based on exams, quizzes, in-class activities, a reflection paper, as well as the group project. These will be weighted as follows:

Assessment	Grade
Class Attendance	50
Exams & Quizzes	250
Quizzes (4 Quizzes)	50
Exam I	100
Exam II	100
Group Project	200
Section Papers	150
Final Presentation	50
Total	500
Optional CMSI LAB Extra Credit	20 points

1. Class Attendance & Participation (50 points):

All students are expected to attend and participate in class. There will be two forms of activities used to take attendance. For some classes, you will need to sign an attendance sheet. For other classes, you will have several mini quizzes, which will help you remember the vital knowledge taught. It is also a device to record your participation. Questions of mini quizzes provide a study guide for exams.

2. Quizzes (50 points)

Quizzes are designed to assess students' basic understanding of the material. You will have five quizzes throughout the semester. According to the schedule, the instructor will post a 10-question (or less) quiz on Canvas on Thursday night. Each quiz is timed to 30-40 minutes. Once you start a quiz, you have to finish it. You will have until the following Sunday night, 11 pm to take the quiz. Quizzes provide a study guide for exams.

3. Exams (200 points):

Exams are designed to assess students' in-depth understanding of the material. There will be two exams this semester, each worth 100 points. Exams consist of multiple-choice and open-ended questions that cover the textbook material, lecture notes, class discussions. Exams must be taken on the date listed in the course schedule. If you do not take an exam on the scheduled day or if you come late to the exam, you will receive a zero. Make-up exams will not be scheduled during the semester. Students who miss an exam will have the option to take an exam during finals period. Both exams will be administered online and are closed book. Exams will be distributed online through Canvas using the Honorlock Online Proctoring.

All students must review the syllabus and the requirements, including the online terms and video testing requirements, to determine if they wish to remain in the course. Enrollment in the course is an agreement to abide by and accept all terms.

Online exams and quizzes within this course may require online proctoring. Therefore, students will be required to have a webcam (USB or internal) with a microphone when taking an exam or quiz. Students understand that this remote recording device is purchased and controlled by the student and that recordings from any private residence must be done with the permission of any person residing in the residence.

To avoid any concerns in this regard, students should select private spaces for the testing. The University library and other academic sites at the University offer secure private settings for recordings. Students must ensure that any recordings do not invade any third-party privacy rights and accept all responsibility and liability for violations of any third-party privacy concerns.

Students are strictly responsible for ensuring that they take all exams using a reliable computer and high-speed internet connection. Setup information will be provided prior to taking the proctored exam. To use Honorlock students are required to download and install the [Honorlock Google Chrome extension \(Links to an external site.\)](#)." For additional information please visit the [USF online proctoring student FAQ \(Links to an external site.\)](#) and [Honorlock student resources \(Links to an external site.\)](#).

4. Group Project: Marketing Application (200 points):

The group project is designed to help students apply knowledge learned in class to the marketing world. You will be asked to apply consumer behavior theories to make marketing decisions (suggested recommendations). Students will be assigned to groups consisting of either four or five members. There will be **section papers** (1-2p Short Paper) and **one final paper (and presentation)** will be turned in per group for each. The section papers intend to help you proceed with the final presentation.

The group work is briefly described below. More detailed instructions will be provided later.

Things to do (overview):

- Select the most interesting theories and concepts you have learned in each week
- Brief explanation for the concept and theory (with your OWN words)
- Provide real-world examples
- **Marketing application:** solution, recommendations, suggestions
- * **Goal: applying theories and frameworks covered in class to practical problem-solving**

Grading scale:

Grades are posted on Canvas at the end of each week. If you are not on track to earn the grade you expected, please make an appointment with me to discuss your progress.

Grading Scale (%)			
95-100	A	74-76	C
90-94	A-	70-73	C-
87-89	B+	67-69	D+
84-86	B	64-66	D
80-83	B-	60-63	D-
77-79	C+	0-59	F

VIII. Course Policies: Grades

1. Late Work Policy:

There are no make-ups for in-class writing, quizzes, or exams. Project reports turned in late will be assessed a penalty: a half-letter grade if it is one day late, or a full-letter grade for 2-7 days late. Project reports will not be accepted if overdue by more than seven days.

2. Extra Credit Policy:

If extra credit is granted, the additional points are added to the points you can achieve on Exam

3. Grades of "Incomplete":

An "I" grade may be awarded to a student only when a small portion of the student's work is incomplete and only when the student is otherwise earning a passing grade. The time limit for removing the "I" is to be set by the instructor of the course. For undergraduate students, this time limit may not exceed two academic semesters, whether or not the student is in residence, and/or graduation, whichever comes first. "I" grades not removed by the end of the time limit will be changed to "IF" or "IU," whichever is appropriate.

4. Group Work Policy:

Everyone must take part in the group project. All members of a group will receive the same score; that is, the project is assessed, and everyone receives this score. Once formed, groups cannot be altered or switched, except for reasons of extended hospitalization.

At the end of the semester, every person in the group will provide the instructor with peer evaluations for every other member of the group indicating the extent to which each member contributed to the group activity.

5. Final Examinations Policy:

All final exams are to be scheduled in accordance with the University's final examination policy.

IX. Course Policies: Attendance Policy

Students are expected to attend class sessions, complete assignments before class, and contribute to a positive learning environment by actively participating in discussions and activities. For more information on the USF General Attendance Policy, see <http://www.ugs.usf.edu/policy/GeneralAttendance.pdf>.

Late for the class: All the students are expected to attend on time. If you are late due to some force majeure, please quietly enter the classroom and find your seat. Your attendance record will be discounted if you are late for the class for more than 1/3 parts.

Campus Free Expression: It is fundamental to the University of South Florida's mission to support an environment where divergent ideas, theories, and philosophies can be openly exchanged and critically evaluated. Consistent with these principles, this course may involve discussion of ideas that you find uncomfortable, disagreeable, or even offensive.

In the instructional setting, ideas are intended to be presented in an objective manner and not as an endorsement of what you should personally believe. Objective means that the idea(s) presented can be tested by critical peer review and rigorous debate, and that the idea(s) is supported by credible research.

Not all ideas can be supported by objective methods or criteria. Regardless, you may decide that certain ideas are worthy of your personal belief. In this course, however, you may be asked to engage with complex ideas and to demonstrate an understanding of the ideas. Understanding an idea does not mean that you are required to believe it or agree with it.

X. **Course Policies: Technology and Media**

Email: Students receive a USF email account that ends with @mail.usf.edu. All official correspondence to students and course communication will be sent to that account. To reach the instructor, please use Canvas or send emails to m1im1@usf.edu

Canvas: Announcements, lecture notes, and other tools and links will be posted to Canvas. Quizzes will be administered via Canvas. In the event of an emergency or should Canvas not be available for any reason, instruction will be delivered through email. It is the responsibility of the student to monitor Canvas regularly and to check their college email accounts.

Laptop Usage, Classroom Devices, and Phone Usage: All cell phones should be off or on silent (not on vibrate) and out of sight. If you have a private laptop or tablet, please feel free to bring it to class for the in-class exercises. The internet should be used for class exercises only. Please no texting, talking to other students, or working on assignments for other classes during lectures. Any student exhibiting unprofessional conduct may be temporarily removed from classroom lectures. For further information, look under “Disruption of Academic Processes” in the Undergraduate Catalogue.

XI. **Course Policies: Student Expectations**

Academic Integrity of Students: Academic integrity is the foundation of the University of South Florida System’s commitment to the academic honesty and personal integrity of its university community. Academic integrity is grounded in certain fundamental values, which include honesty, respect, and fairness. Broadly defined, academic honesty is the completion of all academic endeavors and claims of scholarly knowledge as representative of one’s own efforts. The final decision on an academic integrity violation and related academic sanction at any USF System institution shall affect and be applied to the academic status of the student throughout the USF System, unless otherwise determined by the independently accredited institution.

Disruption to Academic Process: Disruptive students in the academic setting hinder the educational process. Disruption of the academic process is defined as the act, words, or general conduct of a student in a classroom or other academic environment which in the reasonable estimation of the instructor: (a) directs attention away from the academic matters at hand, such as noisy distractions, persistent, disrespectful, or abusive interruption of lecture, exam, academic

discussion, or general University operations, or (b) presents a danger to the health, safety, or well-being of self or other persons.

Student Academic Grievance Procedures: The purpose of these procedures is to provide all undergraduate and graduate students taking courses within the University of South Florida System an opportunity for objective review of facts and events pertinent to the cause of the academic grievance. An “academic grievance” is a claim that a specific academic decision or action that affects that student’s academic record or status has violated published policies and procedures or has been applied to the grievant in a manner different from that used for other students.

Disability Access: Students with disabilities are responsible for registering with Students with Disabilities Services (SDS) to receive academic accommodations. SDS encourages students to notify instructors of accommodation needs at least 5 business days prior to needing the accommodation. A letter from SDS must accompany this request.

Sexual Misconduct/Sexual Harassment Reporting: USF is committed to providing an environment free from sex discrimination, including sexual harassment and sexual violence ([USF System Policy 0-004](#)). The USF Center for Victim Advocacy and Violence Prevention is a confidential resource where you can talk about incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship violence. This confidential resource can help you without having to report your situation to either the Office of Student Rights and Responsibilities (OSSR) or the Office of Diversity, Inclusion, and Equal Opportunity (DIEO), unless you request that they make a report. Please be aware that in compliance with Title IX and under the USF System Policy, educators must report incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship violence. If you disclose any of these situations in class, in papers, or to me personally, I am required to report it to OSSR or DIEO for investigation. Contact the USF Center for Victim Advocacy and Violence Prevention: (813) 974-5757.

Professionalism Policy: Per university policy and classroom etiquette; mobile phones, iPods, etc. **must be silenced** during all classroom and lab lectures. Those not heeding this rule will be asked to leave the classroom/lab immediately so as to not disrupt the learning environment. Please arrive on time for all class meetings. Students who habitually disturb the class by talking, arriving late, etc., and have been warned may suffer a reduction in their final class grade.

End of Semester Student Evaluations: All classes at USF make use of an online system for students to provide feedback to the University regarding the course. These surveys will be made available at the end of the semester, and the University will notify you by email when the response window opens. Your participation is highly encouraged and valued.

The Writing Studio: The Writing Studio is a free resource for USF undergraduate and graduate students. At the Writing Studio, a trained writing consultant will work individually with you, at any point in the writing process from brainstorming to editing. Appointments are recommended, but not required. For more information, visit <http://www.lib.usf.edu/writing/>, stop by LIB 2nd Floor, or call 813-974-8293.

Campus Emergencies: In the event of an emergency, it may be necessary for USF to suspend normal operations. During this time, USF may opt to continue delivery of instruction through methods that include but are not limited to: Canvas, Elluminate, Skype, and email messaging and/or an alternate schedule. It's the responsibility of the student to monitor the Canvas site for each class for course specific communication, and the main USF, college, and department websites, emails, and MoBull messages for important general information.

COVID-19 Mitigation Expectations All students and instructors are expected to wear face coverings, at all times, during in-person classes. Per guidance from the CDC and Board of Governors, we expect that all members of our community will wear a mask on campus, vaccinated or unvaccinated. This is especially important while indoors, in crowded outdoor settings, if you have a weakened immune system or an underlying medical condition. Masks will be made available to anyone who needs one.

USF strongly urges all community members to get fully vaccinated. Vaccines are our most reliable means of preventing the spread of COVID-19. The vaccine is free, readily available, and all of USF's faculty, staff, and students are of age to be eligible for the vaccine; therefore, if someone chooses not to be vaccinated, they are assuming significant risk, including isolation and quarantine. Vaccines are also the most reliable way to ensure that students do not face any disruption to their studies or social activities, and faculty and staff do not face disruption to their teaching, research, or university work.

It is critically important that individuals who feel unwell stay home and contact Student Health Services or their primary care provider for medical advice. Report all possible exposures to assessCOVID@usf.edu.

Flexible accommodation: Please note: All students may be required to attend in-person classes, especially to complete assessments and examinations. For students planning to attend in-person, I will teach in-person classes in the assigned classroom and on the scheduled day and time. For students who are unable to attend a class in-person, I will provide course content in a flexible format to support the student's academic progression and success. Please contact me directly if you have questions. In addition, I will post details on how a student can join the class remotely in Canvas.

XII. Course Schedule

WEEK	DATE	TOPIC	READINGS	ASSIGNMENTS
1	Aug.23 Aug.25	0. Course Introduction 1. Consumer Behavior Overview	CB 1	Team Sign-up
2	Aug.30 Sep.01	2. Methods and Tools 3. Value		
3	Sep.06 Sep.08	4. Perception: Attention <i>Application 1</i>	CB 3	SP 1
4	Sep.13 Sep.15	5. Sensory Marketing <i>Application 2</i>		SP 2 Quiz 1
5	Sep.20 Sep.22	6. Learning <i>Application 3</i>	CB 4	SP 3
6	Sep.27 Sep.29	7. Memory <i>Application 4</i>	CB 4	SP 4 Quiz 2
7	Oct.04 Oct.06	Midterm Exam (Topic 1-7)		
8	Oct.11 Oct.13	8. Motivation & Affect <i>Application 5</i>	CB 5	SP 5
9	Oct.18 Oct.20	9. Attitude & Persuasion <i>Application 6</i>	CB 8	SP 6
10	Oct.25 Oct.27	10. Decision Making <i>Application 7</i>	CB 9	SP 7 Quiz 3
11	Nov.01 Nov.03	11. Buying, Using, & Disposing <i>Application 8</i>	CB 10	SP 8
12	Nov.08 Nov.10	12. Social Influence <i>Application 9</i>	CB 11	SP 9 Quiz 4
13	Nov.15 Nov.17	13. Cultures <i>Application 10</i>	CB 14	SP 10
14	Nov.22	Final Presentations (1) Final Presentations (2)		PPT Slides Due (~12:00 pm)
15	Nov.29 Dec.06	Final Exam Review Final Exam (Topic 8-14)		

* CB = Consumer Behavior: Buying, Having and Being
SP = Section Paper (1p. Short Paper)

XIII. CE Lab Tampa for Extra Credit

Instructions for Voluntary Student Participation The Customer Experience Lab Tampa

The CX Lab Tampa is designed to enrich your understanding of research while also providing you a chance to earn extra credit for your course(s). You may have the opportunity to participate in studies offered either *online* or *in-person* over the course of the semester.

You will earn SONA points in exchange for each study completed. 1 SONA point is equal to 15-minutes of in-person participation and 30-minutes of online participation. Your professor will determine how much that credit is worth in your course. Please check your course guidelines or confer with your professor to confirm how many studies you should complete to earn full extra credit.

Below are instructions outlining **two simple steps** you need to take to participate.

Step 1: Create Your SONA Account (~2 minutes to complete)

SONA is an online management system where you can view and participate in online studies offered by the CE Lab Tampa. However, you must first create a SONA account for yourself.

Note: Every student must create a SONA account even if you have participated in a previous semester. Every student SONA account is deleted from the SONA system at the end of each semester.

1. Go to <https://usf-cmsi.sona-systems.com>
2. Click on the light green "USF NetID Log In" button.
3. Select the **CORRECT** course(s) for which you want to earn extra credit. (e.g., "Morgan, MAR 4933, Social Media Marketing")
4. If you are in multiple courses that offer this extra credit option, make sure to select each course to ensure they are linked to your account.
5. Click "**Request Account**" Once you receive a confirmation email, you are good to go!

Step 2: Check for Available Studies and Participate

1. Go to <https://usf-cmsi.sona-systems.com> and log in using the light green "USF NetID Log In" button.
2. Click on the "**Available Studies**" button on your account homepage. You are eligible to complete any study you see on this page. The CE Lab Tampa Management team will send email notifications when studies are available, but you can also check this page on a regular basis.

*You can only complete **each study** once and you can **only** apply the credit you earn for a single study to one course (i.e., you cannot apply the same credit to multiple courses).

3. **Online studies:** To participate, click on the **Study Title** and then "**View Study Website**". This will immediately re-direct you to a separate page (or tab) where you can complete the online session.

In-person studies: Click on the Study Title and sign up for a study timeslot. Arrive to the lab – BSN 2404 – 5 minutes before your scheduled timeslot. Please do not bring food/drink.

4. Once you've completed a study, navigate to the "**My Schedule/Credits**" tab from your SONA homepage to confirm you received credit. *If you are in multiple courses, click "**Reassign Credit**" to choose the course you want the credit to go towards.

After all the data collection for the semester is over, the lab team will provide study participation reports to professors, and they will update your course grade accordingly.

Please reach out to the CMSI Lab Management team with questions or for more information.

- Email: cmsi-lab@usf.edu

- Website: <https://www.usf.edu/business/centers/marketing-sales-innovation/>



"Please join on this captivating journey into the fascinating realm of consumer behavior, where we explore the intricacies of human decision-making and the profound impact it has on the world around us."