# Proposal Form For Addition And Revision Of Courses

1. **Proposing College / School:** Business  
   **Department:** Marketing

2. **Course Prefix and Number:** MKTG 3410 / MKTG 4410  
   **Effective Term:** Summer '13

3. **Course Title:** Consumer Behavior  
   **Abbreviated Title:** Consumer Behavior

4. **Requested Action:**  
   - **Renumber a Course:**  
     - Current Course Number: 3410  
     - Proposed Course Number: 4410  
     - Type of Revision: Bulletin

5. **Course Credit:**  
   - **Maximum Hours (Repeatability):** 3  
   - **Scheduled Type:** Lecture  
   - **Weekly or Per Term?** Hours: 3  
   - **Credit Hours:** 3  
   - **Anticipated Enrollment:** 40

6. **Total Credit Hours:** 3

7. **Grading Type:**  
   - **Regular (ABCDF):**  
   - **Satisfactory/Unsatisfactory (S/U):**  
   - **Audit:**

8. **Prerequisites/Corequisites:**  
   - **P:** Grade of C or better in MKTG 3310 or MKTG 3317; Credit will not be given for both CAHS 3800 and MKTG 4410

9. **Restrictions:** List specific restriction in space above.  
   - College  
   - Major  
   - Standing  
   - Degree

10. **Course Description:**  
    (20 Words or Less; exactly as it should appear in the Bulletin)  
    Critical review and analysis of possible pragmatic applications of consumer behavior theories used for marketing decision making.

11. **May Count Either:** MKTG 4410 or CAHS 3800  
    (Indicate if this particular course cannot be counted for credit in addition to another)

12. **Affected Program(s):**  
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)  
    - **Program Type:**  
      - major  
      - minor  
    - **Program Title:** Marketing  
    - **Requirement or Elective?:** elective

13. **Overlapping or Duplication of Other Units' Offerings:**  
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)  
   - **Applicable**  
   - **Not Applicable**
14. Justification:

As recently approved by the UCC, the course was changed into an elective from its former use as a gateway core program requirement prerequisite for other courses in the major. This change of number and bulletin description makes the course stand at the same level and focus as other elective course offerings in the department.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:

Reduces resource needs, to a course that need not be taught every term and Summer with fewer sections per year.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes:

Familiarize students with consumer behavior theories and research, with a focus on how they can be used to predict probable consumer reactions to possible marketing strategies and selected tactical marketing options.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

Basic Perspectives
week 1) Definitions and uses of consumer theory
week 2) Research interpretation
week 3) Segmentation & target selection
Test #1 end of week 3

Biology
week 4) Personality, drives & monsters from the id
weeks 5 & 6) Psychology of perception
Test #2 end of week 6

Core Paradigms
week 7) Behaviorism: conditioning & consumers as rats
weeks 8 & 9) Attitude change and persuasion
Test #3 end of week 9

Data Collections & Popular Explanations
week 10) Persuasive communication & opinion leaders
week 11 & 12 ) Family, social class and decision making
Test #4 end of week 12

Cultural & International Perspectives
week 13) International & culture perspectives
week 14) Subcultures & identity

Why It Matters
Final days) Beyond theory and research

Comprehensive Final Exam

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:

4 essay tests, 30 points each, and a comprehensive essay-style final exam, 80 points = 200 points

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

A=180-200 points
B=160-179 points
C=140-159 points
D=120-139 points
20. Justification for Graduate Credit: n.a.

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Student Policy eHandbook, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Student Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2096 (V/TT).
Professor Herbert Jack Rotfeld
246 College of Business Building

**Class time:** Monday/Wednesday/Friday, 8-8:50
**Office hours:** Monday through Thursdays, 7-7:45, 9-11 a.m.

**Course Prerequisites**
Grade of C or better in MKTG 3310. Credit will not be given for both MKTG 3410 and CAHS 3800.

**Required Purchases**

**Tests and Final Exams**
Test 1: End of 3rd week
Test 2: End of 6th week
Test 3: End of 9th week
Test 4: End of 12th week
Comprehensive final exam: at time in final exam schedule

Note: Test scores will be returned before the start of the next class meeting after each test date.

**Grades**
The final grade will be determined by the sum of the raw scores on four 30-point tests and on the 80-point comprehensive final exam. There might be extra points possible on any of the four tests or the final exam, but the availability of extra points on any tests will not alter the number of points required for each letter grade as described below, with one significant exception: a minimum score of 50 on the comprehensive final exam is required for passing the course regardless of the point total.

A = 180 or higher
B = 160-179
C = 140-159
D = 120-139
F = 119 or lower
FA = unexcused absence from any test or final exam

**Learning objective**
Familiarize students with consumer behavior theories and research, with a focus on how they can be used to predict probable consumer reactions to possible marketing strategies and selected tactical marketing options.

This course reviews and applies the extensive published research that has focused on how consumers think, act and respond to variations of the marketing mix and the resulting psychological theories of how consumers respond to marketing tools which are important perspectives for evaluating decision alternatives. The same as in other marketing courses, students are required to make a shift of perceptual focus and can't view marketing activities as a consumer who buys products, but instead, as marketing managers. What this means is that strategy must be based on what present or potential customers understand, not in terms of what you might personally "like."

**Tests & Final Exam**
The tests will be all essay and short answer in format. Paper will be provided at the test time. On test days, the essay answers will be at the front table for student reading before leaving the test room.

Each of the four tests will only deal with materials assigned and discussed in the period since the prior test. The comprehensive final exam covers all materials from the entire semester. The final exam is the single most important item that pulls together all material and is a crucial education tool that actually increase long-term retention of the content. All assigned readings from the textbook, additional handouts, regular lectures, guest speaker presentations,
video programs or discussion by other students (everything covered from the first minute of the first class) could be the basis for exam questions.

**Attendance, excused absence and make-up policy**

Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence. The classroom experience is considered an integral aspect of this course and your attendance is an important part of the learning experience.

Students are granted excused absences from tests or the final exam for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from a test for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences. Appropriate documentation for all excused absences is required. Consult the Student Policy eHandbook for more information.

A make up test for a missed test examination due to properly authorized excused absences must be initiated by the student. Except in unusual circumstances, a make-up exam will take place as close as possible to the date of the original exam.

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**Lecture topics & reading assignments**

All chapters of the required textbook by Schiffman and Kanuk (S&K) will be covered on the final exam.

I. Basic Perspectives
   Week 1) Definitions and uses of consumer theory: S&K, ch 1
   Week 2) Research interpretation: S&K, ch 2
   Week 3) Market segmentation & target selection: S&K, ch 3
   Test #1

II. Biology
   Week 4) Personality, drives & monsters from the id: S&K, ch 4 & 5
   Week 5 & 6) Psychology of perception: S&K, ch 6
   Test #2

III. Core Paradoxes
   Week 7) Behaviorism: conditioning & learning: S&K, ch 7
   Week 8 & 9) Attitudes change and persuasion: S&K, ch 8
   Test #3

IV. Data Collections & Popular Explanations
   Week 10) Persuasive communication & opinion leaders: S&K, ch 9 & 14
Week 11 & 12) Family, social class and decision making: S&K, ch 10 & 15
Test #4

V. Cultural & International Perspectives
Week 13) International & culture perspectives: S&K, ch 11 & 13
Week 14) Subcultures & identity: S&K, ch 12

VI. Why It Matters
week 15) Beyond theory and research, S&K, ch. 16

Comprehensive Final Exam