

**Consumer Behavior BUS 334
Summer 2015**

Office Hours: 10-10:30 pm M-Th
and by appointment
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Book: *Consumer Behavior*, 2nd ed., Kardes, Cronley & Cline, Cengage

Course objectives: A detailed study of the forces, which shape the process of consumer motivation and decision-making. Topics include theoretical models of consumer choice processes and the influences of culture, lifestyle, and demographics on the consumer. Marketing strategy formulation will be stressed. Prerequisites: BUS 250

Assignments: Reading assignments are expected to be completed before class. Written questions, problems, library readings and other work may be assigned as well. All assigned work is due on the dates assigned. No credit will be given for late work. **ALL ASSIGNMENTS MUST BE TYPED!**

Attendance: Class attendance is essential and expected. All class meetings will be held unless it is announced that there will be no meeting. You are expected to be in class unless you have been specifically told that class will not be held. In addition, lack of participation will negatively influence borderline grade decisions. Absence from an examination or presentation will lead to an automatic "F" grade for the exercise unless the student is excused in advance or extraordinary circumstances prevail as judged by the professor

Examinations: A midterm and final will be given worth 100 points each. Exams are essay.

Cases: Six (6) cases will be prepared for class. Each case will be presented by one team with the other teams preparing a written case. You will receive two case grades: one, for the team presentation and the second for the team case write-ups. The presentation case grade will be determined by the presentation and written executive summary and peer evaluations. The written case grade will be an average of the five (5) cases turned in plus peer evaluations.

ADA Accommodation: If you feel you may need an accommodation based on the impact of a disability, contact me to arrange an appointment as soon as possible so we can discuss the course format, anticipate your needs, and explore possible accommodations.

Academic Honor Code: You are expected at all times to uphold the Academic Honor Code of Westminster College and exercise integrity as well as independent thought.

Emergency Evacuation and Other Policies: In the case of an emergency, this class evacuates to **HAC Gym** (or to NH if HAC Gym is compromised.) In the case of a campus closing, email announcements will be sent out to instruct you on how to complete coursework. For details on these and other policies, see the file College-wide Policies.

	<u>POINTS</u>	
Midterm	100	A=>270
Final	100	B=240-269
Written Cases	<u>100</u>	C=210-239
TOTAL POINTS	300	D=180-209
		F=<180

*THERE IS NO CURVE

Schedule for Summer 2014

Week 1	6/1-5	Introduction & Overview, Chapters 1-3
Week 2	6/8-12	Consumer Information Processing, Chapters 4-8
Week 3	6/15	Review, Chapters 1-8
	6/16	Midterm
	6/17-19	Consumer Decision Marketing, Chapter 8-11
Week 4	6/22-26	Consumer Decision Marketing, Chapter 8-11 (cont)
Week 5	6/29-7/2	Consumer Influences & Contemporary Strategies, Chapters 12-17
Week 6	7/6	Consumer Influences & Contemporary Strategies, Chapters 12-17
	7/7-9	Review, Chapters 8-17
	7/10	Final

Week	Reading	Discussion	Assignments and Written Work	Exams	Exam Prep	Total Student Time
6/1-6/5	10	3	8		3	24
6/8-6/12	10	3	8		3	24
6/15-6/19	10	3	8	3	3	27
6/22-6/26	10	3	8		3	24
6/29-7/2	10	3	8		3	24
7/6-7/10	10	3	8	3	3	27
Total	60	18	48	6	18	150