

**HACE 5150/7150
Consumers' Market Environment
Spring 2009**

Class time: MWF 10:10 – 11:00

Class location: Room 208 Dawson Hall

Instructor: Vibha Bhargava
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Office Phone – 706-542-4851
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Office Hours: Wednesdays and Fridays 11:00 – 12:00 or by appointment

Teaching Assistant: Melissa Wilmarth
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Required Text:

Shopper, Buyer, and Consumer Behavior: Theory, Marketing Applications and Public Policy Implications, 4th Edition (2008), Jay D. Lindquist and M. Joseph Sirgy. Cengage Learning, Atomic Dog Publishing.

- Available at UGA bookstore: Used for \$74.50, New for \$99.25
- Online edition available at atomicdogpublishing.com for \$62.50.
Click on “Students Purchase or Activate Books”
Enter Course Registration Number – 1808584209010 or “Bhargava” for Course Instructor

COURSE OVERVIEW

Welcome to Consumers' Market Environment! The underlying assumption in this course is that it is essential for marketers and policy makers to understand the factors that influence the acquisition and consumption of goods and services by consumers. In order to develop appropriate marketing strategies, businesses need to understand who the customers are and how they behave in the marketplace. By understanding consumers, decision makers (i.e., managers, public policy makers, and researchers) can make informed decisions and develop strategies that maximize consumer welfare. In this course, theories from a number of disciplines including economics, psychology, social psychology, sociology, and anthropology will be used to describe and explain consumer behavior,

COURSE OBJECTIVES

The overall goals of this course are to provide the student with a thorough understanding of the various factors that influence consumer behavior, and the relevance of consumer behavior in marketing and policymaking. Specific objectives are as follows:

1. To understand the external and internal influences on consumer behavior.
2. To apply consumer behavior concepts and theory to marketing and public policy situations.
3. To explain and define the frameworks which contribute to understanding consumer behavior as it affects and influences business activities and public policy.

4. Gain an understanding of the research tools used to gain knowledge about consumers.
5. To develop and enhance written and oral communication skills through written and oral presentations.

CLASS FORMAT

The class will be conducted in a lecture-discussion format. Very little lecture time will be devoted to topics that the student can readily comprehend on the basis of self-study. Instead, class discussion will focus on areas where comprehension is substantially enhanced by additional elaboration or illustration. We are all consumers. Our experiences in the marketplace will be a significant component of the class. On several occasions, you will be asked to work in groups on a consumer issue.

COURSE REQUIREMENTS

Assigned Reading – Students will be expected to keep up with assigned readings from the textbook and other readings that may be posted on WebCT.

Weekly Quizzes – There will be eleven (11) weekly quizzes, beginning with Week #2, and will cover assigned readings. The top ten (10) scores will be used for grade determination, with a total of 250 possible points. **Quizzes will be given on Fridays** and will take about one-half (1/2) of a class period.

Mid-terms – There will be two mid-terms, worth up to 100 points each, for a total of 200 possible points. Each exam will take up the 50-minute class period, and will be comprehensive over the material and readings covered up to that point.

Final Exam – The final exam will be worth up to 200 points, and will encompass the entire course, including any materials covered in the final weeks of the course. However, the emphasis will be on material covered after the second mid-term.

Individual Assignments – There will be three (3) homework assignments during the semester, and each is worth up to 50 points for a total of 150 possible points. Each of these assignments will be 4-5 pages in length. All homework assignments must be handed in during class on the due date – no electronic submissions will be accepted. Handouts for the assignments will be provided in class.

Group Research Project – Students will work in groups of 3 or 4 to complete a research paper, worth up to 100 points. Details on the research paper will be discussed in class.

Total Aggregate Points:

11 Weekly Quizzes (top 10 scores used)	25 points each	250
2 Mid-terms	100 points each	200
Final Exam	200 points	200
3 Individual Assignments	50 points each	150
Group Research Project	100 points	100
Total Points		900 points

The grades will not be curved. Final grades will be based on the following scale.

A	93.0% - 100%	C+	77.0% - 79.9%
A-	90.0% - 92.9%	C	73.0% - 76.9%
B+	87.0% - 89.9%	C-	70.0% - 72.9%
B	83.0% - 86.9%	D	60.0% - 62.9%
B-	80.0% - 82.9%	F	< 60.0%

Students taking this course to meet HACE requirements are required to earn a “C” or better. Students earning a “C-“ or below have not met the requirement. Each grade and the final letter grade which you earn will be final, unless you can document an error in calculating or recording your scores.

Assessment of written assignments will be based on:

1. The thoroughness of presentation (e.g. use of resources, supporting facts/explanations, original ideas)
2. The clarity and organization with which information is presented
3. Adherence to the required format (as indicated in assignment sheet)
4. Use of appropriate grammar
5. Timely submission

COURSE POLICIES

Be prepared: Make sure that you have read the readings assigned for each class. This will help you to better understand the material discussed in class and to actively participate in class discussions.

Attendance: I expect everyone to attend all classes, as it is more fun when you come and participate. You will also have a much better idea of what material and what type of questions will be asked on each exam. **Moreover, the lectures from the textbook will be supplemented by material from other sources that will be included in the exam.** Please also note that you are responsible for knowing any changes or assignments announced in class. Finally, you need to come to class to hand in the assignments, all due in class. **No work will be accepted from a third party.** If you have a conflict with the time that this course is taught please talk to me at the end of the first class.

Respect assignment deadlines: Late assignments will not be accepted without a prior agreement. DOCUMENTED medical excuses or emergencies are the only exception to this policy. Please leave yourself enough time when completing assignments to control for situations such as these. Your assignments must be turned in during class time on the day they are due (typewritten hard copies only – no electronic or handwritten submissions).

Quiz/Exam Make-Ups

No makeup quizzes will be given, but the lowest quiz score will be dropped. If you do not notify the instructor of problems such as an emergency medical reason, a family emergency, or civil responsibility (all of which must be documented) before the exam, make-up exams *will not be given*. When they are given, make-up exams will be different in format from the regularly

scheduled exam and will be scheduled at a time convenient to the instructor and/or the Teaching Assistant.

Classroom conduct

Students are expected to respect the learning rights of others in the class by cooperating in group discussions and activities, and exhibiting respectful classroom etiquette:

- Arriving late or leaving early can be very disruptive to the flow of class dynamics; please monitor your arrival and departure time carefully.
- Cell phones must be muted or turned off during class and stored away.
- There should be no use of laptop computers during class.

Check this course's WebCT page daily. All class announcements and information will be delivered through WebCT. Changes in the course content or schedule will be announced in class and posted to WebCT. You will have access to your individual grades through WebCT.

Use of 810 Numbers. The 6 digits on the UGA Card beginning with 810 will now be used on all assignments, including exams. You must know this number on exam days and any other days that it might be used for assignments.

Withdrawal: A student who withdraws from a course or is withdrawn by the instructor for excessive absences prior to the midpoint of the semester will be assigned a grade of W or WF by the instructor. (If you are passing the class when you withdraw, you will receive a W, and if you are failing the class, you will receive a WF). A student who withdraws or is withdrawn for excessive absences after the midpoint of the semester will be assigned a grade of WF, except in those cases in which the student is doing satisfactory work and the withdrawal is recommended by the Office of Student Affairs because of emergency of health reasons.

Student Responsibilities:

- Read the relevant material prior to coming to class. In-class activities will be based on the assigned materials.
- Respect your fellow students, the instructor, and the teaching assistant.
- You are responsible for any missed material and obtaining any information, notes, handouts, etc., that you missed due to an absence from class.
- Clarify any uncertainties about assignments or course materials.
- If you have questions concerning grades, you should see the Instructor immediately. You are responsible for checking WebCT in a timely fashion to ensure that the grade that we have recorded is your correct grade. If we have not correctly recorded your grade you need to bring the original copy of the grade to the Instructor in order for the corrections to be made to WebCT records.
- It is your responsibility to contact the instructor if you are encountering any issues that would hinder your performance in this class.
- You are responsible for earning your grade (with the instructor making every effort to help you learn the material).
- If you are concerned about your grade, you should speak to the instructor NO LATER than mid-term. No consideration will be given to request to adjust your grade at the end of the semester unless there is an error in calculations.

Academic Honesty. Please familiarize yourself with the University of Georgia's policies on academic honesty (UGA's "A Culture of Honesty") at <http://www.uga.edu/honesty/>. All your work during the semester must meet these standards. All violations will be reported. Students

who violate the University's academic dishonesty policies are subject to disciplinary penalties, including the possibility of failure in the class and/or dismissal from the University.

FERPA. According to the federal Family Educational Rights and Privacy Act (FERPA), a student has the right to consent to disclosures of personally identifiable information contained in the student's education records, except to the extent that FERPA authorizes disclosure without the student's consent. If you have requested that your directory information not be disclosed please let me know, so I will not disclose your information. For example, not calling your name in class, or not allowing students to pick up tests from a pile where your name could be seen. If you do not inform me of your request to the registrar not to have your information disclosed, then I will assume that you have not made the request.

Disclaimer. The instructor reserves the right to change any of the details of this syllabus, as needed and upon notification to students.

Important dates.

Event / Deadline	Date
Add / drop for undergraduate level class	Jan. 8-14 Add; Jan. 8-13 Drop
Add / drop for graduate level class	Jan. 8-16 Add; Jan. 8-15 Drop
Spring Career Fair	Jan 28 th , 12:00 – 5:00 PM
Holiday (M.L.K. Day)	Jan 19
Spring Break	March 9 - 13
Withdrawal Deadline	March 24
Classes end	April 30
Final exams	May 4 – 8

Tentative Schedule (The schedule is subject to change depending upon the progress of the class)

Week	Dates	Topic	Assignments
	January 9	Introduction, Syllabus review	
1	January 12, 14, 16	An Overview of the Foundations of Shopper, Buyer and Consumer Behavior	Chapter 1
2	January 21, 23 (January 19 is MLK day holiday)	Problem Recognition and Information Search	Chapter 2 Quiz
3	January 26, 28, 30	Alternative Evaluation and Choice	Chapter 3 Quiz
4	February 2, 4, 6	Consumption and Postpurchase Behavior	Chapter 4 Quiz
5	February 9, 11, 13	Symbolic Consumption, Self-Image, and Personality	Chapter 5 Mid-term I
6	February 16, 18, 20	Conducting Research	Chapter 19 Quiz
7	February 23, 25, 27	Personal Values, Lifestyles, Psychographics, and Relationships	Chapter 6 Quiz
8	March 2, 4, 6	Motivation, Emotion, Mood, and Involvement	Chapter 8 Quiz
	March 9 - 13	Spring Break	
9	March 16, 18, 20	Beliefs, Affect, Attitude and Intention	Chapter 9 Quiz
10	March 23, 25, 27	Communication and Persuasion	Chapter 10 Mid-term II
11	March 30 April 1, 3	Cultural Influences: Generalizations and Cross-Cultural Perspectives	Chapter 12 Quiz
12	April 6, 8, 10	Subcultural Influences	Chapter 13 Quiz
13	April 13, 15, 17	Household and Family Influences	Chapter 15 Quiz
14	April 20, 22, 24	Public Policy and Consumer Advocacy	Chapter 16 Quiz
15	April 27, 29, 30*	Consumer Behavior and Society; Class Review	
16	May 8	Comprehensive Final Exam: 8:00 – 11:00 am	FINAL EXAM

*Monday class schedule in effect on April 30, Thursday.

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.