



TEXAS A&M UNIVERSITY
SAN ANTONIO

MKTG 3340:900, **Consumer Behavior**, Spring 2025, CRN: 23591

Department of Management and Marketing, College of Business

Course Syllabus

Class Meeting Time and Place: M 11:00 AM - 12:15 PM BLH156
Class Duration: 1/21 - 5/13
Instructor: Dr. Weixing Ford
Office: BLH341C
Tel: 210-784-2309
E-Mail: weixing.ford@tamusa.edu
Student emails will receive a reply within two business days.
Course Website: <https://tamusa.blackboard.com/>
Office Hours: M 7:30 am – 11:00 am; 12:15 pm – 3:15 pm
9:30 pm – 10:30 pm (ZOOM)
and by appointment.

Catalog Course Description:

Analysis and evaluation of the consumer's position in the marketing structure including patterns of consumer behavior and the psychological, social and cultural forces that underlie such patterns.

Prerequisites: MKTG 3311.

Course Objectives:

The objective of the course is to provide a basic understanding of how and why consumers think the way they think and choose the way they choose in the market place. Such understanding of consumer behaviors will help business professionals to effectively market their products or brands to consumers.

Prerequisites: MKTG 3311. Students who do not meet the pre-requisites must contact the instructor immediately.

Student Learning Outcomes:

After successful completion of this course, students will be able to:

1. Define consumer behaviors;
2. Develop information about consumer behaviors;
3. Understand consumer motivations;
4. Understand how memory and knowledge (schemas, scripts, etc.) affect consumer behaviors;
5. Understand consumer's attitudes based on different effort level (high vs. low);
6. Learn about how consumers recognize problem and conduct information search;
7. Develop insights on how consumers form judgment and make decisions;
8. Explore consumer's post decision processes.

AACSB Assessment:

The College of Business is in the process of applying for AACSB accreditation. As part of that process,

students will be assessed on program level outcomes based on course outcomes from various courses. The materials from this course may be used for assessing such program level outcomes, and hence students must follow the necessary rigor to ensure mastery of the above course outcomes.

Required Materials:

- **Textbook:** Wayne D. Hoyer, Deborah J. MacInnis and Rik Pieters, Consumer Behavior, 7th edition, Cengage Learning.
- **Blackboard:** Connect to <http://tamusa.blackboard.com>. All class announcements will be made through Blackboard and students should monitor this several times a day. However, if students need to contact the instructor, please email the instructor at Weixing.ford@tamusa.edu. Do NOT use Blackboard messaging to contact the instructor.
- **Time:** You are expected to spend 6-8 hours per week for the course. Based on the background, some student may require more time. Time spent may be longer when assignment/exams are due.

Other Recommended / Reading Materials: I recommend you to read Wall Street Journal, The Economist, Business Week and other business publications. I also suggest you to read peer reviewed academic journals such as Journal of Marketing Research, Journal of Marketing, Marketing Science, Journal of Consumer Research, etc.

Course Requirements every student must fulfill in order to succeed in course:

1. Students should check the Course Calendar and Announcements in Blackboard on a regular basis.
2. Students should keep current on class recordings, if not attending the live class (either in person or online).
3. Students should keep current with all course assignments, quizzes, and examinations.
4. If the course uses remote proctoring for exams, ensure that students schedule their exam early in the semester.
5. Students should ask questions and communicate with the instructor either online or off-line
6. Students should remember that hybrid and hyflex courses assume greater responsibility by the student for their own learning outcomes.
7. Students are not required to come to class, even for proctored examinations.
 - a. The instructor can require students to physically sit for an examination in a proctored environment at the facilities of university testing services – setup of exam is responsibility of the student.
 - b. The instructor can require students to take examinations using proctoring software (such as Examity – set up through Blackboard by the instructor, but at the student’s expense).
 - c. The instructor decides which type of examination works best for the class and the student must comply with their instructions – as long as they are not required to take an in-class examination, or are required to take the examination at one specific time that applies to all students. In other words, the instructor will offer the student some flexibility on test location and the time to sit for the examination. Instructors should allow 72 hours for students to complete any examination.

Grading Policy:

The final course grade will be based on your performance on the quizzes, exam, group project, individual presentation, class attendance, and research assignments using the following weights:

Quizzes	50%
Group Project	45%
Final Exam	5%
Individual Presentation	-10% if missing
Research Assignments	-10% if missing
Online Discussion Board	-10% if missing

Class Attendance

-5% for each unexcused absence

Total

100%

The final letter grades will be assigned as follows: Above 90% ⇒ A; 80 – 89% ⇒ B; 70 – 79% ⇒ C; 60 – 69% ⇒ D; Below 60% ⇒ F.

Examinations (Final Exam) and Quizzes: There will be mandatory quizzes and a mandatory final exam (as per university schedule). Being absent for an exam will result in a grade of zero for that exam and may result in a fail grade in the course. The exams/quizzes will consist of conceptual multiple-choice questions, problem solving questions, and short essay questions. The exam/quiz materials will come from lecture notes, the text, and class discussions. Questions will emphasize understanding and applications of concepts and topics covered in class.

Group Project: There will be a marketing project that the students will work on in team throughout the semester. This group project will provide students with an opportunity of engaging in experiential learning from the perspective of marketers. The objective of this group project is to apply learning in consumer behavior to market a type of product to its target consumers. Details of this group project will be provided at the beginning of the semester depending on the available time frame of the business partner. The final deliverables for the group project is a group project presentation (and executive summary report or business/marketing report if the business partner requires so). Each student must submit the group project presentation slides (and other required document if there is any) on Blackboard before the deadline. Failure to submit the slides before deadline will result in a deduction of 10 points from final score. The business partner will be the only one who evaluates and ranks all the teams' work. When business partner requires NDA, it is mandatory for every student to sign the NDA (non-disclosure agreement) before starting the group project. When NDA signature is not required by business partner, the students still have the obligation to keep project information confidential.

Group Project Teamwork Evaluations: The teamwork evaluation form will be provided to all students on Blackboard. In order to incentivize each student to contribute fair amount of work to the group project, the students can choose to submit the teamwork evaluation form if they think ***not*** all teammates have contributed equal or fair amount of work for the group project. A student's score on the group project will be adjusted downward if this student has been reported by more than two (including 2) teammates as a "free rider" on the project. If there is no free rider in the team, do NOT submit this teamwork evaluation form.

Individual Presentation: Each student will have the opportunity to make a presentation (approximately 5 minutes) on a consumer behavior topic of his or her own choice. The peer reviewed marketing journals such as Journal of Consumer Research and Journal of Consumer Psychology are the recommended sources for students to find the topics of their interest. The presentation will be focused on how to conduct scientific research to investigate a particular consumer behavior question, for example, how the research question is identified, what hypotheses are formulated, how the experiments are designed to test for the hypotheses, how to interpret the empirical results, and apply the research finding in real world marketing applications, etc. Missing this assignment will result in 10 points deduction from final grade.

Class Participation: The students are expected to attend all the lectures AND actively participate in the discussions in class. A vital part of every student's education is regular attendance of class meetings. Any absences (or not reviewing the lectures) tend to lower the quality of a student's work, and frequent or persistent absences may result in a failing grade. Students are responsible for the materials covered in class. The course covers a lot of material and most students find at least some parts of it difficult. Participation in class discussions is mandatory as it is the vital part of students' learning experience. Students are required to ask questions and participate in class discussions and problem solving. **Due to the nature of course format, the instructor reserves the rights to modify the rules (grading policies) to evaluate students' performance on class participation (participation in discussions) throughout the semester.** Class attendance will be taken for each class. **There will be a 5 point deduction from the final score for each unexcused absence (official documentation is required for excused absence).**

The course is intensive and challenging and you are expected to master the materials presented in class. The structure of the class makes your individual study and preparation outside of class extremely important. Reading the assigned chapter(s) and having some familiarity with them before class will be very useful for understanding lectures.

Research Assignments: There will be several opportunities for the students to participate in real marketing research projects. Participation in these real marketing research projects will give students first-hand experience in how real marketing research is conducted and help students obtain in-depth understanding of various aspects of designing and implementing marketing research. The objective of these assignments is to introduce students to the cutting-edge research in the field of marketing, help students learn about how to utilize the abundant marketing research resources to investigate a business problem, and eventually apply the research skills to marketing jobs as well as business in the real world. Failure to participate in each research assignment will result in a **deduction of 10 points** from the final score.

Online Discussion Board: Students will be expected to engage in an online discussion board at least once every month, 1) sharing their thoughts and comments on experiential learning project, or 2) answering one prompt given from the professor related to the experiential learning aspect of the course, or 3) respond to other students' postings. These discussion boards are meant to challenge students to reflect on their experiential project (both the challenges and the successes). Students are required to submit their discussion record in a Word document (copy and paste their postings in the Discussion Board in this Word document) at the end of the semester before the deadline. Failure to submit this discussion board posting record will result in a **deduction of 10 points** from the final score.

Make up and Late Assignment/exam/quiz policy:

As a general rule, make-ups or late submissions will NOT be offered or accepted for any missed assignments/exams/quizzes. Late submissions or make-ups may be accepted/administered only in extraordinary circumstances such as an excused official university activity, a severe illness, or a dire emergency. However, you must provide comprehensive documentation either before or within a few days of the missed assignment/quiz/exam.

Class conduct and civility code:

Everyone in class is expected to follow all rules in the student handbook, as well as common courtesy during classroom lectures and discussions in class and online, including the following:

1. Attendance may be taken at the beginning or the end of the class.
2. It is the students' responsibility to obtain and be able to use the required materials and software for this class.
3. Student must retain copies of all assignments and graded work for verification purposes. Keep copies of all computer files and e-mails.
4. Talking while the instructor is lecturing is extremely disruptive and discourteous to the instructor and other students.
5. Using computers or phones (except for a valid urgent need) during class for a purpose not related to class is disruptive. All cell phones and gadgets should be turned off and headphones removed.
6. For any questions about the exams and assignments, a student should contact the instructor, before the day they are due, so the instructor may have enough time to provide feedback.
7. All communications will be via e-mail communications to the Texas A&M University e-mail account, and students are expected to use their school provided email account. The instructor will reply to a student e-mail messages within 24 hours during week days (Monday-Friday).
8. All assignment submissions must be uploaded to Blackboard by the due date.

Anyone violating these policies may be subject to disciplinary actions.

Spring 2025 MKTG 3340:900 Class Schedule

The provisions and information set forth in the schedule below are intended to be informational and not contractual in nature. The instructor reserves the right to amend, alter, change, delete or modify the provisions of the schedule.

<i>Week</i>	<i>Dates</i>	<i>Chapter Reading</i>	<i>Dues</i>
1	Jan 27	Orientation	
2	Feb 3	Chapter 1, Understanding Consumer Behaviors Business Partner Presentation: RPS	Quiz
3	Feb 10	Chapter 2, Motivation, Ability and Opportunity Self Introductions	Quiz
4	Feb 17	Chapter 3, From Exposure to Comprehension	Quiz
5	Feb 24	Chapter 4, Memory and Knowledge	Quiz
6	Mar 3	Chapter 5, Attitude Based on High Effort Team Project Coaching	Quiz BB discussion board posting
7	Mar 10	Spring Break; No lecture Chapter 6, Attitude Based on Low Effort	Quiz
8	Mar 17	Chapter 7, Problem Recognition and Information Search	Quiz

9	Mar 24	Chapter 8, Judgment and Decision-Making Based on High Effort Team Project Coaching	Quiz
10	Mar 31	Chapter 9, Judgment and Decision-Making Based on Low Effort	Quiz
11	Apr 7	Chapter 10, Post-Decision Processes	Quiz BB discussion board posting
12	Apr 14	Chapter 11, Social Influences on Consumer Behavior	Quiz
13	Apr 21	Chapter 12, Consumer Diversity Team Project Coaching	Quiz
14	Apr 28	Chapter 13, Household and Social Class Influences Chapter 14, Psychographics: Values, Personality, and Life Styles	Quiz
15	May 5	Group Project Presentations	Quiz Presentation slides due
16	May 12	Final Exam – As per University Schedule ALL QUIZZES DUE ON MAY 12, 11:59 pm.	Teamwork Evaluation Due (optional) BB discussion board record submission due FINAL EXAM

IMPORTANT POLICIES AND RESOURCES

Broader Use of Generative AI Permitted Within Guidelines: Use of artificial intelligence (AI) tools, including ChatGPT, is permitted in this course for students who wish to use them. To adhere to our scholarly values, students must cite any AI-generated material that informed their work (this includes in-text citations and/or use of quotations, and in your reference list). Using an AI tool to generate content without proper attribution qualifies as academic dishonesty and violates Texas A&M-San Antonio’s standards of academic integrity.

Academic Accommodations for Persons with Disabilities: Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, please contact Disability Support Services in the Central Academic Building, Suite 210, or at (210) 784-1335 or visit <https://www.tamusa.edu/index.html> or email us at dss@tamusa.edu. Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability-related needs with Disability Support Services and their instructors as soon as possible.

Academic Learning Center: The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing tutoring@tamusa.edu, calling (210) 784-1307, or visiting the Central Academic Building, room 202.

Counseling/Mental Health Resources: As a college student, there may be times when personal stressors interfere with your academic performance and/or negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment call 210-784-1331 or visit Madla 120.

All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services.

Crisis support is available 24/7 by calling the SCC at 210-784-1331 (after-hours select option '2'). For more information and self-help resources, please visit www.tamusa.edu/studentcounseling

Emergency Preparedness: JagE Alert is Texas A&M University-San Antonio's mass notification. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>.

More information about Emergency Operations Plan and the Emergency Action Plan can be found here: <https://www.tamusa.edu/about-us/campus-information/safety/university-police-department/documents/emergency-operations-plan.pdf> and <https://www.tamusa.edu/about-us/campus-information/safety/university-police-department/documents/emergency-action-plan.pdf>

Download the SafeZone App for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900

Financial Aid and Verification of Attendance: According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended the first week of class. Any student receiving federal financial aid who does not attend the first week of class will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

Writing, Language, and Digital Composing Center: The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on “Writing, Language, and Digital Composing Center” to make your appointment. The Center offers face-to-face, synchronous online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://bit.ly/WLDCCenter>.

Meeting Basic Needs: Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Dean of Students (DOS@tamusa.edu) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to provide any resources they may possess.

Military Affairs: Veterans and active-duty military personnel are welcomed and encouraged to communicate, in advance if possible, and special circumstances (e.g., upcoming deployment, drill requirements, disability accommodations). You are also encouraged to visit the Patriots’ Casa in-person room 202, or to contact the Office of Military Affairs with any questions at military.va@tamusa.edu or (210)784-1397.

Religious Observances: Texas A&M University-San Antonio recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

The Six-Drop Rule: Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student’s GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as “F” grades and will impact the student’s GPA.

Statement of Harassment and Discrimination: Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equality of opportunity and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual within our state, nation, and world. All decisions and actions involving students and employees should be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, gender expression, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the appropriate offices within their respective units.

Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex- or gender-based discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking, know that help and support are available. A&M-San Antonio’s Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report

information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator (titleix@tamusa.edu, 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students: Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide reasonable accommodations to pregnant students that would be provided to a student with a temporary medical condition and that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status (titleix@tamusa.edu; 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources.

Students' Rights and Responsibilities: The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

Students' Rights

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

Students' Responsibilities

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty and administration.

2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, [Student Code of Conduct](#), on our website, University Catalog and to comply with them, as well as federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide an environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notification.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the [Student Code of Conduct](#).

Key Dates

Spring 2025 Regular 16-Week Session

October 21	Monday	Registration opens
December 23-January 1	Monday-Wednesday	Winter Break
January 14	Tuesday	Tuition & fee payment deadline
January 16	Thursday	Drop for non-payment
January 17	Friday	Last day for students withdrawing to receive 100% refund (0% responsibility) for tuition
January 20	Monday	Martin Luther King, Jr. Day - No classes
January 21	Tuesday	First class day
January 28	Tuesday	Last day to register
February 5	Wednesday	Census Date
February 6	Thursday	Drop for non-payment
February 24-March 7	Monday-Friday	Midterm grading period
March 10-March 15	Monday-Saturday	Spring Break
April 18	Friday	Study day - No classes
April 21	Monday	Last day to drop with an automatic grade of "W"
April 28	Monday	Last day to withdraw from the university
May 5	Monday	Last day of scheduled classes for weekday classes
May 6	Tuesday	Study day - No classes
May 7-May 13	Wednesday-Tuesday	Final examinations
May 13	Tuesday	End of term
May 16	Friday	All grades due by noon
May 19	Monday	Grades available in JagWire
May 20	Tuesday	Commencement