

MKTG 3340:900 — Consumer Behavior ADA Compliant Syllabus

Spring 2026

Instructor and Course Information

- **Instructor:** Dr. Weixing Ford
- **CRN:** 23591
- **Class Time/Place:** Mondays, 11:00 AM – 12:15 PM in CAB337
- **Office:** BLH341C
- **Email:** weixing.ford@tamus.edu (Responses within two business days)
- **Office Hours:**
 - **Monday:** 8:30 am – 11:00 am and 12:15 pm – 3:15 pm
 - **Monday (Zoom):** 9:30 pm – 10:30 pm
 - **Friday:** 9:45 pm – 10:45 pm
- **Course Website:** [Texas A&M-San Antonio Blackboard](#)

Course Overview

- **Description:** Analysis of consumer behavior patterns and the psychological, social, and cultural forces underlying them.
- **Prerequisites:** MKTG 3311.
- **Required Textbook:** *Consumer Behavior* by Wayne D. Hoyer, Deborah J. MacInnis, and Rik Pieters, Cengage Learning.

Grading and Evaluation

Assessment	Weight/Penalty
Quizzes	50%
Group Project	45%

Assessment	Weight/Penalty
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

Grading Scale: 90%+ (A); 80–89% (B); 70–79% (C); 60–69% (D); Below 60% (F).

Class Schedule

Week	Dates	Reading/Topics	Deadlines
1	Jan 26	Orientation	
2	Feb 2	Chapter 1	Quiz; Partner Presentation
3	Feb 9	Chapter 2	Quiz; Self Introductions
4	Feb 16	Chapter 3	Quiz; Form Teams
5	Feb 23	Chapter 4	Quiz
6	Mar 2	Chapter 5	Quiz; BB Discussion; Coaching
7	Mar 9	Spring Break	Chapter 6; Quiz
8	Mar 16	Chapter 7	Quiz
9	Mar 23	Chapter 8	Quiz; Coaching
10	Mar 30	Chapter 9	Quiz

Week	Dates	Reading/Topics	Deadlines
11	Apr 6	Chapter 10	Quiz; BB Discussion
12	Apr 13	Chapter 11	Quiz
13	Apr 20	Chapter 12	Quiz; Coaching
14	Apr 27	Chapters 13 & 14	Quiz
15	May 4	Group Presentations	Quiz; Slides Due
16	May 11	Final Exams	All Quizzes/Records Due; Final Exam

Support and Resources

- **Disability Support Services:** Located in Central Academic Building, Suite 210. Contact (210) 784-1335 or dss@tamusa.edu.
- **Mental Health:** Student Counseling Center (SCC) at (210) 784-1331 or through the TELUS app.
- **Tutoring:** Academic Learning Center (ALC) in CAB 202. Contact tutoring@tamusa.edu.
- **Writing Center:** Visit the Jaguar Writing, Language, and Digital Composing Center (WLDCC) via JagWire.