**Consumer Behavior EBK 201**

**Course Syllabus**

**Fall 2023**

**Instructor:** *Micheal Humphries*

**Text:** *Consumer Behavior* Leon Schiffman, Leslie Kanuk

***Policies:***

Students are expected to attend all classes throughout the semester and to arrive on time. Missed classes will require a short paper, to be assigned by the instructor. A third absence will result in an automatic penalty of one letter grade (an A will become a B). A fourth absence will result in the student being dropped from the course. Arriving late without cause is unacceptable, as it disrupts the flow of the class. A third late arrival will be counted as an absence, and subject to the above penalties.

Students with a Disability

Students with a disability seeking reasonable accommodations under the Americans with Disability Act or Section 504 should contact the Office for Student Disability Services Campus representative: Dr. Joel Dickstein:  [**Joel.Dickstein@touro.edu**](mailto:Joel.Dickstein@touro.edu)

# ACADEMIC INTEGRITY STATEMENT

Touro College and University System is a community of scholars and learners committed to maintaining the highest standards of personal integrity in all aspects of our professional and academic lives. Students and faculty are expected to share a mutual respect for teaching, learning and the development of knowledge. Because intellectual integrity is a hallmark of scholarly and scientific inquiry as well as a core value of the Jewish tradition on which our university system was founded, students and faculty are expected to adhere to the highest standards of honesty, fairness, professional conduct of academic work and respect for all community members.

Academic honesty supports our shared intellectual culture and our ability to trust one another. Students must avoid all acts of dishonesty, including, but not limited to:

* cheating
* plagiarizing (presenting the work or ideas of others as your own)
* fabricating (making up information, data, or research results)
* tampering (unauthorized removal or alteration of College documents, software, equipment, or other academic-related materials, including other students’ work)
* lying
* working with others when assignments or exams require individual work
* making unauthorized copies of copyrighted material
* facilitating or tolerating the dishonesty of others

Academic dishonesty lowers scholastic quality and adversely affects those who will eventually depend on the knowledge and integrity of our graduates. Failure to uphold the principles of academic integrity negatively impacts the reputation of Touro, the value of each and every degree awarded by the institution, and the future success of our graduates.

The Touro College and University System views violations of academic integrity with the utmost gravity. Such violations will lead to appropriate sanctions, from failure in coursework up to and including expulsion from the Touro College and University System. We commit ourselves to the shared vision of academic excellence that can only flourish in a climate of integrity.

# CELL PHONES AND CUMPUTERS

Cell phones should either be turned off or switched to silent/vibrate so as not to disturb the class. Computers may be used to take class notes only.

Simply put, students are expected (read, required) to be attentive during class lectures and to participate in class discussions. Students are not to receive/read text messages during class, surf the internet or otherwise be distracted from class via their cell phones. The same applies with computers. Students may take notes on their computers, but the computer screen may NOT be of an internet site or other reading/photo materials.

Being physically present is not enough to count as attendant. Students caught perusing the net, email, text messages or any material not related to the class will be marked as absent.

***Course Objectives***

Consumer Behavior is “the behavior that consumers display in searching for, purchasing, sing evaluating and disposing of products and services that they expect will satisfy their needs.” Schiffman, et al so define Consumer Behavior, giving us a clear idea of what we need to learn in order to understand why consumers buy what they do, when the do and where they do.

Our goals are:

* to understand the consumer as marketers such that we can them meet their perceived needs in such a way as to maximize their consumer experience at any business we work at or for,
* to understand the unconscious workings of the consumer’s mind when making choices and buying decisions.

***Course Description***

Consumer Behavior is an intermediate marketing course. The course will consist of a class lectures and home work. Home work is to be turned in on time: late homework will be penalized five points. A term paper, as detailed below, of college standard will culminate the semester, alone with a final exam.

***Course Requirements***

**Homework will be assigned for most classes.**

**A term paper, as follows:**

**Final Exam**

**Term Paper: Technical Requirements**

Content:

* Consumers aren’t always buying the obvious when they purchase a product. In the text, the comment is made that consumers don’t buy drills; they buy ways to make holes. If so, what are they buying when they buy the following:   
  a pair of sneakers, Lipstick, life insurance, a Toyota Prius, Wrangler Jeans, a front row seat at the opera, coke at a convenience store?
* The paper will include an overall analysis of what the consumer is actually buying in the above list and the clues that merchants often use to induce consumers to buy their products.
* The report will include a review of the literature on the subject as well.
* The paper should be ten to twelve pages in length. The paper should become more detailed from beginning to end, with this approach applied to the subsections as well: conclusions first, elaboration next.

Technical:

* Font: Times New Roman,
* Pica: 12
* A different font and pica can be used in the case of titles, quotes, tables and figures.
* Figures and tables should not take up an entire page or even half of one.
* Figures and Tables to be numbered consecutively
* Text: black text, although other colors may be used for specific purposes and effects
* Spacing: double spacing, although single spacing may be used for specific purposes, such as quotations and footnotes, lengthy tables.
* If you quote more than three words from a source, the quote must be in quotation marks and referenced.
* Pages must be numbered.

Document Order:

* Title Page: page counted but not numbered
* Abstract: not more than 400 words
* Table of contents, with page numbers
* List of figures/illustrations (with page numbers)
* List of tables (with page numbers)
* List of abbreviations and symbols
* Body of paper
* Bibliography
* Glossary

***Grade Determination:***

**Homework: 35 %**

**Paper: 35%**

**Final: 30%**

***Course Lectures:***

1. General introduction to course, review of the syllabus discussion of consumer behavior as a topic in marketing.

Reading: Chapter 1 of the text

2. There is a tremendous amount of information out there about the consumer and his/her wants and wishes. In Chapter Two the text takes a look at research methods, both primary and secondary.

Reading: Chapter 2

3. In order to approach a mass of consumers, marketers must first reduce the numbers to a manageable size. Similarly, we need to look for common denominators so we can better target our resources to consumer groups. Chapter 3 looks at the issues of segmentation and market targeting.

Reading: Chapter 3

**HW 1**

4. Consumer behavior is as much about the psychology of the consumer as it is about the products he buys. Motivating consumers to buy their products rather than their competitors is key to a firm’s success. In this chapter, Chapter 4, we try to understand the forces that motivate the purchase decisions of consumers.

Reading: Chapter 4

5. Extending our understanding of motivation, we now look at the concept of personality and behavior.

Reading: Chapter 5

6. If reality is about perception, or vice versa, then understanding how perceptions evolve in a person’s mind is an important tool for marketing.

Reading: Chapter 6

**HW 2**

7. Marketers often claim that advertising and other marketing tools are used to educate potential customers about their products. We will look at “learning” as a process consumers experience in selecting their basket of products and services.

Reading: Chapter 7

8: Attitudes are learned, and as a extension of Lesson 7 above, we will look at how they are learned and evolve, and their role in consumer choices.

Reading: Chapter 8

9: We are almost done. If marketing is communication, then understanding how to communicate is critical to establishing a relationship with consumers both individually and as a group. We will also briefly review for the final.

Reading: Chapter 9

**HW 3**

10: Final Exam