Course title: Consumer Behavior—MARK 3340. 90L
Instructor: Dr. Xiaojing Sheng
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Semester: Fall, 2017
Office hours: Online or by appointment
Phone: 956.665.3317
Fax: 956.665.2085

Required Textbook
Consumer Behavior: Buying, Having, and Being, 11th ed. (2015) by Michael R. Solomon: Prentice Hall (Publisher: Pearson). You can use either the print or the online version of this textbook, but make sure it is the 11th edition.

Learning Goals

<table>
<thead>
<tr>
<th>BBA in Marketing Goal</th>
<th>Whose Goal?</th>
<th>In this course:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge in the functional area of business (i.e., marketing)</td>
<td>Major &amp; College</td>
<td>✔</td>
</tr>
<tr>
<td>Strong written communication skills</td>
<td>Major &amp; College</td>
<td>✔</td>
</tr>
<tr>
<td>Strong oral communication skills</td>
<td>Major &amp; College</td>
<td>✔</td>
</tr>
<tr>
<td>Ability to develop a quality marketing plan</td>
<td>Major</td>
<td></td>
</tr>
<tr>
<td>Ability to design, implement and interpret marketing research</td>
<td>Major</td>
<td></td>
</tr>
<tr>
<td>Critical thinking and problem-solving</td>
<td>College</td>
<td>✔</td>
</tr>
<tr>
<td>Professional attitudes</td>
<td>College</td>
<td>✔</td>
</tr>
<tr>
<td>An appreciation of the role of business in a free enterprise economy</td>
<td>College</td>
<td></td>
</tr>
<tr>
<td>Basic quantitative and analytical skills</td>
<td>College</td>
<td></td>
</tr>
<tr>
<td>Global awareness</td>
<td>College</td>
<td>✔</td>
</tr>
<tr>
<td>Appreciation for cultural diversity</td>
<td>College</td>
<td>✔</td>
</tr>
<tr>
<td>Ethical decision-making</td>
<td>College</td>
<td>✔</td>
</tr>
</tbody>
</table>
Crucial Notes
- Your computer must meet certain requirements for Blackboard Learn to function properly. For assistance, contact COLTT at 956-665-2979 or colthelp@utrgv.edu
- Go to Student Introductions in Discussion Board (DB) and introduce yourself to formally "register" your presence in the course. If I don’t hear from you soon, I will drop you.
- In this course, you will study 12 textbook chapters, participate in 24 DB questions, take 4 online exams, and complete 1 written assignment. Your performance on these will directly determine your course grade.
- If you find a glitch or inconsistency in any part of the online course, send me an email and describe the issue. Do not post messages on Blackboard about glitches or inconsistencies.
- You must take each exam within its respective timeframe shown in the below table.
- The only way to take the exams is through Respondus Lockdown browser, which will prevent you from using any other browser during exams. To download this browser, log in to Blackboard from www.my.utrgv.edu and on the top right hand side of the page click on Student Support link. The option to download the browser is in the middle of that page.
- If you try to take an exam outside Respondus, the system will require password (which does not exist). If you are using Respondus but are still asked for password, click ‘submit’ (or ‘sign in’, ‘log in’, etc.) without putting any username or password to go to the exam. If you face difficulties, contact COLTT.
- Start preparing for Exam 1 immediately, which covers chapter 1 and will disappear soon.
- Take the exams either from your personal computer or at the labs in COBE, UTRGV. Other public computers may cause problems. If you prefer your personal computer, make sure it meets all requirements. Exams will not be re-opened to you online. Predict and remove technical problems right now.
- You must complete the exams and the written assignment within their timeframe. No exceptions! If you fail to complete an exam due to technical issues, you must email me and detail the situation. I might or might not give you a makeup.
- You must first ensure you are not committing plagiarism and only then upload your completed assignment. I will not tolerate plagiarism. All ‘works and resources’ you use must be referenced at the end of your work. If you plagiarize, I may report you to the Office of Student Rights and Responsibilities. If you fail to do so before the due date, your work will not be graded. Do not email your assignments to me; you will receive no credit for emailed assignments.

Teaching Philosophy
Teaching is not the combination of passive participation by students and organized presentation by teachers. Teachers are facilitators of students’ active and purposeful efforts towards a successful learning experience. Students’ motivation and effort are the most important determinants of their learning experiences and outcomes. Students must not regard class attendance as another daily task that can be easily compromised. Teachers play a secondary role by creating the right atmosphere, providing an expert view of the subject matter, and managing student conduct and progress. Vicarious learning and learning-by-doing complement each other, with the latter being of greater significance.

Technical Requirements
Computer Hardware: For this online course, you need easy access to a computer less than 5-years old with high-speed internet connection via cable modem, LAN or DSL. To ensure you are using a supported browser and have required plug-ins, please refer to the Blackboard Help link provided earlier.

Student Technical Skills: You are expected to be proficient with installing and using basic computer applications and have the ability to send and receive email attachments.
Software:
- Microsoft Office’s Internet Explorer (latest version)
- Mozilla’s Firefox (latest version; Macintosh or Windows)
- Adobe’s Flash Player & Reader plug-in (latest version).
- Apple’s QuickTime plug-in (latest version). A free download is available at
- Virus protection
- Microsoft Office

Technical Assistance: If you need technical assistance at any time during the course or to report a problem with Blackboard you can:
- Visit the Blackboard Student Help Site
- Submit a Blackboard Helpdesk Ticket
- COLTT Help Desk Contact Information (UTRGV’s Blackboard Support)
  Location: Education Building Room 2.202
  Phone: 956-665-5327
  Monday through Thursday 7:30 AM – 7:00 PM
  Friday: 7:30 AM – 6:00 PM

Course Organization & Online Tools: This course will be delivered entirely online through the course management system Blackboard Learn. You will use your UTRGV account to login to the course from the My UTRGV site and under applications click on Blackboard Learn. The course is organized into weeks of instruction, as outlined in the Course Schedule and Due Dates above. Each week is listed by its main topic and contains required readings, videos, mini lectures, discussion forum assignments, essay and framework assignments, and collaborative assignments that you complete working in teams.

Note: Most materials used in conjunction with the course are subject to copyright protection.

Student Communication Protocol
In this online course, you must conform to appropriate business letter writing practices in all of your correspondence with the instructor as well as all of your postings in the DB or chat rooms. If you do not, the instructor will simply ignore your email or posting, and penalize you in your participation grade. The following are required:
- Do not leave the subject line of your message blank. Specify why you are sending/posting the message.
- Start your email with an inside address that includes your full name, student ID#, course number and section, and the activity about which you are writing (e.g., class meeting, essay, exam). **For privacy and security reasons, do not include your student ID # when posting messages in public spaces such as DB.**
- Use a proper salutation (e.g., Dear Professor, Dear Dr., etc.). Do not use your instructor’s first name. Do not use your instructor’s last name without a prefix (e.g., Dr., Professor).
- Use proper sentence structure, capitalization, spelling, and punctuation. Use the tools provided by your word processing program.
- Use a proper closing.
- UTRGV resources are only for official business. All your communication must be courteous and respectful and exclude any discussion of topics or information that is not part of the course. Refrain from any language that might be considered discriminatory or inflammatory. If you are unhappy with grades, the course content, or teaching style, these topics must be discussed directly with your instructor, not with other students via UTRGV email. You may not use UTRGV resources including mail for personal or other business communications.
# SYLLABUS

## Activities, Due Dates, and Points

The following table shows all of the activities, assignments, tests, and due dates in this course.

<table>
<thead>
<tr>
<th>Type</th>
<th>Timeframe/Due Date</th>
<th>Activity</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz</td>
<td>Aug 29 (Tue) 5:00 am – Sep 4 (Mon) 11:59 pm</td>
<td>Take the Syllabus/Rubric Quiz. 10 questions; 10 minutes</td>
<td>20</td>
</tr>
<tr>
<td>DB</td>
<td>Sep 5 (Tue) 5:00 am – Sep 11 (Mon) 11:59 pm</td>
<td>Study Chapter 1 and participate in its DB. DB for this chapter will close after the period specified here.</td>
<td>40</td>
</tr>
<tr>
<td>Test</td>
<td>Sep 10 (Sun) 5:00 am – Sep 11 (Mon) 11:59 pm</td>
<td>Take Test 1 on Chapter 1. 20 questions; 20 minutes</td>
<td>100</td>
</tr>
<tr>
<td>DB</td>
<td>Sep 12 (Tue) 5:00 am – Sep 18 (Mon) 11:59 pm</td>
<td>Study Chapter 2 and participate in its DB. DB for this chapter will close after the period specified here.</td>
<td>40</td>
</tr>
<tr>
<td>DB</td>
<td>Sep 19 (Tue) 5:00 am – Sep 25 (Mon) 11:59 pm</td>
<td>Study Chapter 3 and participate in its DB. DB for this chapter will close after the period specified here.</td>
<td>40</td>
</tr>
<tr>
<td>DB</td>
<td>Sep 26 (Tue) 5:00 am – Oct 2 (Mon) 11:59 pm</td>
<td>Study Chapter 4 and participate in its DB. DB for this chapter will close after the period specified here.</td>
<td>40</td>
</tr>
<tr>
<td>Test</td>
<td>Oct 1 (Sun) 5:00 am – Oct 2 (Mon) 11:59 pm</td>
<td>Take Test 2 on Chapters 2-4. 50 questions; 50 minutes</td>
<td>100</td>
</tr>
<tr>
<td>DB</td>
<td>Oct 3 (Tue) 5:00 am – Oct 9 (Mon) 11:59 pm</td>
<td>Study Chapter 5 and participate in its DB. DB for this chapter will close after the period specified here.</td>
<td>40</td>
</tr>
<tr>
<td>DB</td>
<td>Oct 10 (Tue) 5:00 am – Oct 16 (Mon) 11:59 pm</td>
<td>Study Chapter 6 and participate in its DB. DB for this chapter will close after the period specified here.</td>
<td>40</td>
</tr>
<tr>
<td>DB</td>
<td>Oct 17 (Tue) 5:00 am – Oct 23 (Mon) 11:59 pm</td>
<td>Study Chapter 7 and participate in its DB. DB for this chapter will close after the period specified here.</td>
<td>40</td>
</tr>
<tr>
<td>DB</td>
<td>Oct 24 (Tue) 5:00 am – Oct 30 (Mon) 11:59 pm</td>
<td>Study Chapter 8 and participate in its DB. DB for this chapter will close after the period specified here.</td>
<td>40</td>
</tr>
<tr>
<td>Test</td>
<td>Oct 29 (Sun) 5:00 am – Oct 30 (Mon) 11:59 pm</td>
<td>Take Test 3 on Chapters 5-8. 50 questions; 50 minutes</td>
<td>100</td>
</tr>
<tr>
<td>Essay</td>
<td>Oct 31 (Tue) 5:00 am – Nov 6 (Mon) 11:59 pm</td>
<td>Upload to Blackboard your Essay: From Desires to Necessities. The link to upload will close after the period specified here.</td>
<td>300</td>
</tr>
<tr>
<td>DB</td>
<td>Nov 7 (Tue) 5:00 am – Nov 13 (Mon) 11:59 pm</td>
<td>Study Chapter 9 and participate in its DB. DB for this chapter will close after the period specified here.</td>
<td>40</td>
</tr>
<tr>
<td>DB</td>
<td>Nov 14 (Tue) 5:00 am – Nov 20 (Mon) 11:59 pm</td>
<td>Study Chapter 10 and participate in its DB. DB for this chapter will close after the period specified here.</td>
<td>40</td>
</tr>
<tr>
<td>DB</td>
<td>Nov 21 (Tue) 5:00 am – Nov 27 (Mon) 11:59 pm</td>
<td>Study Chapter 11 and participate in its DB. DB for this chapter will close after the period specified here.</td>
<td>40</td>
</tr>
<tr>
<td>DB</td>
<td>Nov 28 (Tue) 5:00 am – Dec 4 (Mon) 11:59 pm</td>
<td>Study Chapter 12 and participate in its DB. DB for this chapter will close after the period specified here.</td>
<td>40</td>
</tr>
<tr>
<td>Test</td>
<td>Dec 3 (Sun) 5:00 am – Dec 4 (Mon) 11:59 pm</td>
<td>Take Test 4 on Chapters 9-12. 50 questions; 50 minutes</td>
<td>100</td>
</tr>
</tbody>
</table>

**Total** 1,200
Discussion Board (DB)
The DB is a substitute for face-to-face contact. You can create new threads and/or respond to other students’ threads. You must provide two types of input in DB:

- After studying the materials carefully, go to DB and post your own responses. When others post responses, **reflect on at least 2 posts from other students** and try to improve them. Be Nice!
- Later, go back and follow up on the conversation with other students. Reflect on their reflections. You must respond to all of the comments other students have made on your postings, but you do not have to react to every other student’s postings.
- I don’t expect you to **respond** to every message posted by everyone else. But I do expect you to **read** most, if not all, of the messages.

Your performance on DB will be constantly monitored using the following criteria. These criteria are used in the rubric that will be used to grade your DB performance.

- **Quality** means **insightful**, intriguing and **detailed** thoughts as well as **grammatically sound** writing. First, type your message in Microsoft Word and remove all spelling and grammatical errors. Only then post your message to DB. Posts should be thorough. The quality of your input will be assessed based on the instructor’s subjective evaluation of your contribution. If you have any objections, voice them now; I won’t accept any objections at the end.
- **Quantity** of your input is easy to measure using the automatic report that Blackboard produces per student. For each DB question, **prepare and post a response and comment on at least 2 posts from other students**. Note that if you comment on only 2 posts from others, you will not get the full score on the ‘quantity’ dimension of the DB grade (see the DB rubric). To earn full credit for quantity, you should go beyond and above responding to/commenting on 2 posts from other students.
- **Promptness** means your messages for each week **should be posted in a timely manner and spread throughout the designated 7-day timeframe**, after which I will hide that section of DB and you will not be able to post any/more messages. Your initial posts should appear early in the week, preferably the first or second day, and your follow-up posts spread through the remainder of the week (see the Db rubric). Those who wait until last day/minute to post messages will not receive high marks on the promptness dimension. You must **post your messages where they belong** in DB. Messages that contain gossip or bug report must be posted in General Help section of DB.

Assignments
See the table above and check out the Instructions and Template files within the Written Assignments link in Blackboard. Follow the instructions thoroughly. Once done, upload the assignment twice. First, you must ensure you are not committing plagiarism by uploading a DRAFT of your work to the link that begins with “DRAFT” and that uses SafeAssignment to check for plagiarism. Second, having ensured there’s no risk of plagiarism, you must submit the “FINAL” version. If you fail to complete both of these steps successfully and before the due date, your work will not be graded. **Do not email your assignment to me; you will receive no credit for emailed assignment.**

Although the length of the assignment can vary, extremely short ones (a few lines) tend to contain little useful information. I strongly recommend that you complete each assignment with much detail, cover as much relevant material as possible, and proofread a couple of times. Avoid writing to “fill” the space just to show that you have done the job. What matters is quality, not having something typed and submitted! It is very easy to find out who is writing to “fill” and who is writing to explore, share and enlighten. **Your assignment will be evaluated using the rubric posted in Blackboard.**

I will **not** accept your assignment if you do not:

- name the file as follows: your last name (capitalize the first letter) followed by an underscore, and then your first name (capitalize the first letter), and finally ‘.docx’ (example: Group3_Doe_John.docx)

- 5 -
 abide by the content guidelines
 meet the due date
 ensure you are not committing plagiarism and only then upload your completed assignment.

Tests
The instructor will not go through, but students will be responsible for and tested on, all of the assigned readings. To take the tests, go to the course home page at the designated times and click on Tests on the left of the page. You have an average of 1 min to answer each question. It is you who will decide how much time to spend on a given question. So, pace yourself and keep an eye on the time (remaining). Test time/duration is absolutely non-negotiable.

You must take all of the tests in their pre-specified dates and times. Unless you experience some very extreme, extenuating circumstances documented with the university; I will not consider an exception to this rule. In any case, you must inform the instructor prior to test date/time. Whether an exception will be considered or not is entirely dependent upon the instructor’s subjective evaluation of the situation.

Grade Calculation
The sum of the points you earn will be divided by the total possible points shown in the table above. This will result in a percentage grade, which will determine your letter grade based on the following scale.

<table>
<thead>
<tr>
<th>90% or higher</th>
<th>80-89%</th>
<th>70-79%</th>
<th>60-69%</th>
<th>59% or lower</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>F</td>
</tr>
</tbody>
</table>

Grades are earned, not negotiated. You should consistently perform well for a good grade. If you are having difficulty with the class, come see me early on. I can’t help you improve your grade if you wait until the end of the semester. I will not round your percentage grade up or down. For example, 89.5% is a B, not an A. Final grades are just that: Final. Only if you find errors in calculation or reporting, you can appeal to me.

Points you receive for graded activities will be posted to the Blackboard Grade Book. Click on the My Grades link on the left navigation to view your points.

Your instructor will update the online grades each time a grading session has been completed—approximately one week after the completion of an activity. You will see a visual indication of new grades posted on your Blackboard home page under the link to this course.

Course Policies
Late Work Policy: Be sure to pay close attention to deadlines—there will be no make-up assignments or quizzes, or late work accepted without a serious and compelling reason and instructor approval.

Participation: Online courses require your active participation. Here are some tips for success:

- In discussion boards, you learn from one another by posing questions, justifying your comments, and providing multiple perspectives. When you prepare for discussions through thoughtful reflection, you contribute to your own successful learning experience as well as to the experience of your peers.
- Log in to the course frequently (at least several times per week for long semesters and daily for summer sessions) and check the announcements. This will keep you apprised of any course updates, progress in discussions, assignment information, and messages requiring immediate attention.
- Be aware of and keep up with the Course Schedule in the Syllabus.
- Participate in team activities to the best of your ability. How well your team does—and how well you do—depends on all the team members working cooperatively.
Build Rapport: If you find that you have any trouble keeping up with assignments or other aspects of the course, make sure you let your instructor know as early as possible. As you will find, building rapport and effective relationships are key to becoming an effective professional. Make sure that you are proactive in informing your instructor when difficulties arise during the semester so that we can help you find a solution.

Complete Assignments: All assignments for this course will be submitted electronically through Blackboard unless otherwise instructed. Assignments and discussions must be submitted by the given deadline or special permission must be requested from instructor before the due date. Extensions will not be given beyond the next assignment except under extreme circumstances.

Communication Skills: All students must have adequate writing skills to communicate content in a professional and concise manner. Students must be proficient in their written presentations including strategies for developing ideas, citing scholarly references, writing style, wording, phrasing, and using language conventions. Follow APA guidelines, use non-racist and non-sexist language, and include sufficient references to support their thesis and ideas in the paper.

Time Commitment: Online courses are typically just as time intensive, and may be more rigorous than traditional courses. Many students claim that online courses require more time and commitment. As you begin this course, you would be wise to schedule 8 or more hours per week for studying materials and completing assignments.

Falling behind in this course is particularly problematic because the concepts we cover are cumulative. This means that not becoming proficient with information and objectives presented and assessed in a particular week can lead to low scores for that week as well as in subsequent weeks.

Understand When You May Drop This Course: It is the student’s responsibility to understand when they need to consider de-enrolling from a course. Refer to the UTRGV Course Schedule for dates and deadlines for registration. After this period, a serious and compelling reason is required to drop from the course. Serious and compelling reasons includes: (1) documented and significant change in work hours, leaving student unable to attend class, or (2) documented and severe physical/mental illness/injury to the student or student’s family.

Inform Your Instructor of Any Accommodations Needed: If you have a documented disability verified by Student Accessibility Services [http://www.utrgv.edu/library/services/disability-services/index.htm](http://www.utrgv.edu/library/services/disability-services/index.htm), and wish to discuss academic accommodations, please contact your instructor as soon as possible. It is the student’s responsibility to provide documentation of disability to Disability Services and meet with a SSWD counselor to request special accommodation before classes start.

Disability Services is located in room 322 University Center and can be contacted by phone at (956) 316-7911 (Voice) (956) 316-7911 or via email at sas@utrgv.edu.

Commit to Integrity: As a student in this course (and at this university) you are expected to maintain high degrees of professionalism, commitment to active learning and participation in this class and also integrity in your behavior in and out of the classroom.

**UTRGV Academic Honesty Policy & Procedures**

“The principles of truth and honesty are recognized as fundamental to a community of scholars and teachers. The University of Texas Rio Grande Valley expects that both faculty and students will honor these principles, and in so doing, will protect the integrity of academic work and student grades.” Read more about UTRGV’s [Academic Honesty Policy & Procedures](http://www.utrgv.edu/library/services/disability-services/index.htm).
Definitions: At UTRGV, Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

“Plagiarism is a form of cheating. At UTRGV, “plagiarism is the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the unacknowledged submission or incorporation of it in one’s own academic work offered for credit.”

Important Note
- Any form of academic dishonesty, including cheating and plagiarism, may be reported to the office of student affairs.
- Course policies are subject to change. It is the student’s responsibility to check Blackboard for corrections or updates to the syllabus. Any changes will be posted in Blackboard.
- The instructor reserves the right to change any part of this syllabus with prior notification.