Course: BUS 359: Consumer Behavior

Semester: Spring 2022

Instructor: Young-Won Ha, PhD

Instructor Contact Information: youngwon.ha@sunykorea.ac.kr

Meeting Time: TU 2:00- 4:50 pm

In-Person Class: TBA if any

Lecture Room: C107 (In case there is any in-person class)

Office Hours: TU 11:00 am to 12:00 pm, 5:00 to 6:00 pm, or by appointment

Course Description: This course (1) develops an understanding of consumer behavior theories and apply this understanding in marketing decision making contexts, and (2) identifies the factors affecting consumer behavior and applies this knowledge to formulate marketing strategies.

Course Overview: In this course, we will integrate theoretical concepts from social sciences, particularly psychology and behavioral economics with practical concerns of consumers, business managers, and policymakers in mind.

Required Texts & Other Course Materials: Kardes, Cronley, & Cline (2015), *Consumer Behavior,* 2nd ed., Cengage Learning. Additionally, other materials will be uploaded on Blackboard.

Student Learning Outcomes

• Critical Thinking Skills

• Communication Skills

• Leadership and Team Interaction

• Knowledge

• Decision Making Skills

Course Requirements & Grading Information:

There will be two individual assignments, midterm, & final exams.

Midterm exam: 30%
Final exam: 30%
Individual assignment I: 15%
Individual assignment II: 15%
Class participation: 10%

Both midterm and final exams will be **closed book**. The final exam is not cumulative. Cellular telephones and other mobile devices must be switched off (not vibrate or silent) during exams. Any use of phones or mobile devices will result in a score of zero on that exam and referral to the academic judiciary.

For individual assignments, there will be a 10% score reduction for each day late and no credit after 5 days.

The class participation points will be assessed based on class attendance, class discussion, and progress throughout the course. If a student has over 20% unexcused absences, the student's final course grade will be an 'F'. In case of absence, students should provide reasons for absence and an appropriate document(s) for absence in advance or immediately after absence. Unexcused absences of more than three (i.e., 4 or more) days, absences of more than five days, or missing at least one of the exams will result in an automatic F.

There is NO extra-credit (Do not ask me extra points by email). The following criteria will be used for assigning the final grade. Grades will be based on the ranking (not the absolute score) of the students' total scores. If we have online midterm and/or final exams, the course grade distribution might change.

A (top 30%); **B** (top 30-70%); **C** (top 70-95%); **D or F** (top 95%-100%)

Academic Integrity: Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty is required to report any suspected instances of academic dishonesty to the Academic Judiciary. For more comprehensive information on academic integrity, including categories of academic dishonesty please refer to the academic judiciary website at http://www.stonybrook.edu/uaa/academicjudiciary/

Academic Dishonesty: The Department of Business Management regards any act of academic dishonesty as a major violation punishable by severe penalties, including dismissal from the University. University policy requires that instructors and GAs and TAs report all suspected cases of academic dishonesty to the appropriate Academic Judiciary Committee, which is empowered to take strong action against violators. Under no circumstances will the Department of Business Management permit cheating of any kind. Many activities constitute academic dishonesty. The following list is not inclusive, only suggestive:

- Cheating on exams or assignments by the use of books, electronic devices, notes, or other aids when these are not permitted, or by copying from another student.
- Collusion: two or more students helping one another on an exam or assignment when it is not permitted.
- Ringers: taking an exam for someone else, or permitting someone else to take one's exam. Submitting the same paper in more than one course without permission of the instructors.
- Plagiarizing: copying someone else's writing or paraphrasing it too closely, even if it constitutes only some of your written assignment.
- Submitting the same paper in more than one course without approval of the instructors.
- Falsifying documents or records related to credit, grades, status (e.g., adds and drops, P/NC grading), or other academic matters.
- Altering an exam or paper after it has been graded in order to request a grade change.

- Stealing, concealing, destroying, or inappropriately modifying classroom or other instructional material, such as posted exams, library materials, laboratory supplies, or computer programs.
- Preventing relevant material from being subjected to academic evaluation.

"*Everyone participating in this class during in-person sessions must wear a mask or face covering at all times or have the appropriate documentation for medical exemption. Any student not in compliance with this policy will be asked to leave the classroom. If students need to drink or eat, they should step out of the classroom to do so.*"

Class Schedule and Assignments (subject to change)

Week	Topic	Reading/Assignment
Week 1 (2/22)	Introduction	Ch. 1
Week 2 (3/1)	**Independence Movement Day (No class)**	
Week 3 (3/8)	Consumer Behavior and Marketing Strategy	Ch. 2 & Ch. 3
Week 4 (3/15)	Consumer Perception	Ch. 4
Week 5 (3/22)	Learning and Memory	Ch. 5
Week 6 (3/29)	Automatic Information Processing	Ch. 6
Week 7 (4/5)	Motivation and Emotion	Ch. 7
Week 8 (4/12)	**Midterm Exam**	
Week 9 (4/19)	Attitudes and Persuasion	Ch 8
Week 10 (4/26)	Consumer Decision Making Process	Ch. 9 & Ch. 10
Week 11 (5/3)	Behavioral Decision Theory	Ch. 11 **Individual Assignment I Due**
Week 12 (5/10)	Self-Concept, Social Influence	Ch. 12 & Ch. 13
Week 13 (5/17)	Cultures & Values	Ch. 14
Week 14 (5/24)	Word-of-Mouth, PPL	Ch. 16 **Individual Assignment II Due**
Week 15 (5/31)	Online Marketing & Course Wrap-up	Ch. 17
Week 16 (6/7)	**Correction Day (No class)**	
Week 17 (6/14)	**Final Exam**	