

Eastern Oregon University Course Syllabus

Number of Course:

MKT 465

Name of Course:

Consumer Behavior

Catalog Description:

Consumer behavior is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services reflects their beliefs of which will satisfy their overall needs. Consumer behavior describes two different kinds of consumer entities, the personal consumer and the organizational consumer.

Credit Hours:

4 hours

Instructor:**Time and place of the course:**

Please see EOU online schedule for current term information on class location and time.

Required Texts or Suggested Materials:

Link to the EOU Bookstore: [Eastern Oregon University Bookstore \(opens in new tab\)](#)

Prerequisites:

BA 312

Learning Outcomes:

After completing this course, students will be able to demonstrate the following outcomes:

- Understand the sociological and psychological variables that shape the consumer decision process.
- Examine potential target markets and the unique characteristics that define those target markets before making related marketing decisions.
- Develop insights into how to apply an understanding of the factors that affect consumer behavior toward developing products/services and developing related promotional strategies.
- Identify new business opportunities and the niches in which they are best served.
- Apply knowledge of consumer behavior to a variety of entities ranging from non-profit organizations to e-commerce.

Course Requirements:

The delivery method of the class may be either on campus or online. Both delivery methods will use Canvas for assignments. Throughout the term, there will be discussions, quizzes and projects due. It is the student's responsibility to check Canvas for assignments. Late work will not be graded.

Grading Policies:

Scoring guidelines and rubrics are provided in Canvas. Your course grade will depend on the total points you earn as a percentage of the total points available in the class.

Late work will not be accepted so students should plan accordingly.

Grading Rubric:

Letter Grade	Percentage
A	95 -100
A-	90-94
B+	86-89
B	83-85
B-	80-82
C+	76-79
C	73-75
C-	70-72
D	60-69
F	Less than 60

Means of Assessment:

All learning outcomes will be addressed in the weeks of the term and assessed as outlined below:

Learning Outcome	Assessment Instrument	Percent of Total Grade	Weeks of Term
1-5	Textbook assignments	30%	1
1-5	Instructor-designed tasks	5%	1-10
1-5	Selected topic research	10%	1-10
1,2	Target market analysis	15%	2-6
2-5	Consumer Buyer scenarios	30%	3-10
4	Market research project	10%	2-9

Brief Outline of Course:

There is an online module that lists all assignments due for every week of the course. Each week, students will read the assigned chapter, respond to the discussion questions as assigned, and complete all assignments noted as due that week, including chapter quizzes.

NOTE: It is students responsibility to check Canvas for assignments and corresponding due dates. Late work will not be accepted so plan accordingly.

General Education Category and Outcomes:

[Insert text here if GEC course]

University Writing Requirement Outcomes:

[Insert text here if UWR]

Writing Center Statement:

The EOU Writing Center provides a place — physical or virtual — where every EOU student can find an interested, responsive reader. Writing tutorials are free of charge for EOU undergraduate

and graduate students and are available for writing at any course level and for writing resumes, job letters, and graduate applications. For drop-in hours or to schedule in-person, synchronous online, or asynchronous online tutoring, please visit the EOU Writing Center: [Writing Center – Eastern Oregon University \(opens in new tab\)](#).

Classroom Decorum:

Whether a student is attending EOU as an online student or an on campus student, they are expected to demonstrate a level of decorum. Students are expected to exhibit controlled behavior: Students will do their best to pay attention to speakers whether virtual or in person (not using their technology or daydreaming). Students are expected to maintain civility and show respect for others. Disrespectful disruption impedes learning. Students are also expected to use appropriate language in both written and oral communications. As students taking business classes, students should strive to conduct themselves in a manner that is analogous to a business environment.

Academic Misconduct Policy:

Eastern Oregon University places a high value upon the integrity of its student scholars. Any student found responsible for an act of academic misconduct (including but not limited to cheating, unauthorized collaboration, fabrication, facilitation, plagiarism or tampering) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the University, or a combination of these.

Accommodations/Students with Disabilities Policy:

Any student who feels they may need accommodation for any type of disability must contact the Disability Services Office in Loso Hall, Room 233. Phone: 541-962-3081.

Disclaimer:

This standard syllabus provides only general information on the course. For those enrolled in the course a detailed syllabus will be provided by the Instructor at the beginning of the term. Please keep in mind that not all courses are offered every year.

Syllabus Prepared By:

Date: 2020