CONSUMER BEHAVIOR (BUS 333-7501), TU 7:00 - 9:45 PM

INSTRUCTOR Rachel Kaitz, DBA

CONTACT (phone) 208-292-1290 (email) rekaitz@lcsc.edu (fax) 208-666-6712

OFFICE HOURS T, W, TH 12:30-2:30 pm M & F By appointment

OFFICE LOCATION Harbor Center, #144G

CLASS LOCATION Meyer Health/Science Building (NIC campus), Room #123

NOTES: No NIC parking permit is required for evening classes. LC-CdA follows the NIC snow closure schedule.

Prerequisite: BUS 321 (Principles of Marketing).

REQUIRED MATERIALS


NOTE: The 10th edition is fine for this class, though some material is slightly different and presented out of order. The international edition is not recommended.

Recommended supplemental Reading - The Wall Street Journal

COURSE DESCRIPTION

LCSC Catalog: Consumer Behavior focuses on those activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions. Topics include individual and small group decision making as well as the major factors shaping these processes: individual differences, psychological processes, and environmental influences. Consumer Behavior is of particular interest to those who, for various reasons, desire to influence or change that behavior, including those whose primary concern is marketing, consumer education and protection, and public policy. Non-business majors are welcome.

OBJECTIVES

By the end of this course, you will be able to:

- Describe the concepts of consumer behavior that affect obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions.
- Evaluate research and theory in the area of consumer behavior, and assess the practical significance of what you have learned.
• Describe the effect of media like the Internet, enhanced cellphones, Tivo-like devices, etc. on consumer information seeking, purchasing options, and decision making.
• Explain consumers’ different behaviors depending on whether they are acting as individuals or members of social or cultural groups, as well as typical decision making processes during transactions.
• Apply consumer behavior information to marketing activities.
• Conduct secondary and primary research about consumer behavior, analyze this research, generate a report and present findings to an organization.

**GRADING**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
<th>Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field Assignments (4)</td>
<td>20%</td>
<td>A</td>
<td>92-100</td>
</tr>
<tr>
<td>Case study</td>
<td>10%</td>
<td>A-</td>
<td>90-91</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>20%</td>
<td>B+</td>
<td>88-89</td>
</tr>
<tr>
<td>Final Paper</td>
<td>20%</td>
<td>B</td>
<td>82-87</td>
</tr>
<tr>
<td>Presentation</td>
<td>10%</td>
<td>B-</td>
<td>80-81</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
<td>C+</td>
<td>78-79</td>
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**NOTES:** All submissions *must* be typed and professionally written. Information about the field assignments, case and term paper/presentation will be provided in class.

**Accessing the College Library and Research Resources**

LCSC offers links to the campus library and online sources to help you with research: [http://www.lcsc.edu/library/](http://www.lcsc.edu/library/)

**Library Card:** You’ll need an LCSC ID card, available in the CdA Harbor Center Office. Register your card on the Library’s website (see link above): Click on *Library Card Registration*.

**Login:** Same as Warrior Web – Usually your first initial, middle initial, last name

**password:** Your birthdate (mm/dd/yy) [for example, birthdate March 8, 1987 = 030837]

**Research Tools pages (subject guides):** Click on *Research Tools* (by subject). Scroll down through the alphabetical list of Divisions/Subjects on the right. The business school also has a research tools link available:

[http://www.lcsc.edu/business/online.htm](http://www.lcsc.edu/business/online.htm)

Ordering Books and Articles: Click *Form for requesting materials* on the Library Website

**Need help?** Call the Library Information Desk at 208-792-2236, or call Distance Learning at 800-879-0458 and ask them to transfer you to x2236. Email the library at refdesk@lcsc.edu.
Learning Resources and Writing Center:
LCSC is committed to helping students navigate the challenges of college life. Services include study skill development, counseling and tutoring support. Information regarding policies and services may be obtained here: http://www.lcsc.edu/bts/lrc/Default.htm or, for the writing center: writinglab@lcmail.lcsc.edu. LCSC students also have access to the NIC writing Center at: http://www.nic.edu/websites/index.asp?dpt=105.

Meet your Professor:
![Dr. Rachel Kaitz](image)
Dr. Rachel Kaitz has taught courses in Marketing, International Business, Leadership, Retail Management, International Marketing, Strategy and Policy, Advertising, Integrated Marketing Communications, Copywriting, Economics and Business since 1993. Dr. Kaitz has a Journalism degree in Advertising and Public Relations from the University of Georgia, a Master’s in Business Administration with a concentration in Marketing from the University of Colorado at Boulder, and a Doctorate in Business Administration from Golden Gate University in San Francisco, CA. Rachel has worked as an Account Manager, Radio Station Executive, Public Relations Director, Mortgage Broker, Disc Jockey and Financial Counselor. In the mid 90’s Dr. Kaitz was a founding member of a San Francisco based financial counseling organization serving businesses, employee assistance programs, and financial institutions nationwide. She was subsequently hired by Providian Financial as a research consultant to study the impact of disclosure laws on consumer decision-making and credit behavior. Overseas, Dr. Kaitz has worked as a marketer for a London based insurance agency and as an Economics instructor for the Ford Foundation at the National Economics University in Hanoi, Vietnam. She is currently an Assistant Professor at Lewis-Clark State College and lives in Coeur d’Alene, ID with her husband Ed, and their four children.

Technology Policy for BUS 333-7501:
Please silence all cell phones in class and do not text. We will take a break during class so that you can check messages. Those who prefer to take notes on laptops are required to sit in the front row. According to Dr. John Medina, author of Brain Rules, multitasking is a myth for higher level tasks, and “the always online student is the always unproductive student.”
**Weekly Course Schedule:**

**WEEK 1 – January 20**
Introduction and Overview
Reading: Chapter 1 – “Buying, Having, and Being”

**WEEK 2 – January 27**
Consumers as Individuals
Reading: Chapter 2 – “Perception”
Assignment: FA #1

**WEEK 3 – February 3**
Reading: Chapter 3 – “Learning and Memory”
Assignment due: FA #1

**WEEK 4 – February 10**
Reading: Chapter 4 – “Motivation and Global Values”
Assignment: Case #1 (You have two weeks to complete this case)

**WEEK 5 – February 17**
Reading: Chapter 5 – “The Self”
Chapters 6 – “Personality & Psychographics”

**WEEK 6 – February 24**
Reading: Chapters 6 – “Personality & Psychographics”
Assignment: FA #2
Assignment due: Case #1

**WEEK 7 – March 3**
Consumers as Decision Makers
Reading: Chapters 7 – “Attitudes & Persuasion”
Assignment: Review for Midterm
Assignment due: FA #2

**WEEK 8 – March 10**
Midterm Exam

**WEEK 9 – March 17**
Reading: Chapter 8 – “Decision Making”

**WEEK 10 – March 24**
Reading: Chapter 9 – “Buying and Disposing”
Assignment: FA #3

**WEEK 11 – March 31**
Spring Break No Class

**WEEK 12 – April 7**
Reading: Chapter 11 – ”Groups and Social Media”
Assignment due: FA #3

**WEEK 13 – April 14**
Reading: Chapter 12 – “Social Class and Lifestyles”
Assignment: FA #4
WEEK 14 – April 21
Consumers and Culture
Reading: Chapters 13 and 14 – “Subcultures and Culture”
Assignment due: FA #4

WEEK 15 – April 28
Assignment: Prepare paper and presentation
Assignment due: Class presentations (first group)

WEEK 16 – May 5
Assignment: Prepare for Final
Assignment due: Term Paper and Class Presentations (second group)

WEEK 17 – May 12
Final Exam
Syllabus Addendum from Main Campus

Consumer Information
In 2008, the federal government required all post-secondary institutions offering federal financial aid programs to provide key data to both prospective and current students. To comply with this requirement, Lewis-Clark State College has developed a consumer information page, which may be accessed at http://www.lcsc.edu/studentconsumerinformation/

Disability Accommodations
Students requiring special accommodations or course adaptations due to a disability and/or a health-related issue should consult their course instructors and the LCSC Student Counseling Center immediately (RCH 111, 792-2211). Official documentation may be required in order to provide an accommodation and/or adaptation.

Student Rights and Responsibilities
Students have the responsibility for knowing their program requirements, course requirements, and other information associated with their enrollment at LCSC. Students should review the LCSC General Catalog (http://www.lcsc.edu/catalog/) and the LCSC Student Handbook (available at http://www.lcsc.edu/studentservices/contactus.htm) for more information.

Accidents/Student Insurance
Students participating in LCSC classes normally must look to their personal health insurance policy (Student Health Insurance Plan or comparable private coverage) should an accident occur. In the event of an accident, please seek medical help, if necessary, and report the incident to LCSC Security (792-2226). Fieldtrips or other special student activities may also require students to submit a signed participation waiver (forms can be obtained from the supporting Division Office).

Enrollment Verification/Attendance
Students who are not actively pursuing their classes may have to repay part or all of their financial aid awards depending upon the circumstances.

Academic Dishonesty
Academic dishonesty, which includes cheating and plagiarism, is not tolerated at LCSC. Individual faculty members will impose their own policies and sanctions regarding academic dishonesty. Students who are accused of being academically dishonest may be referred to the Dean of Student Services for official disciplinary action.

Illegal File Sharing
Students using LCSC’s computers and/or computer network must comply with the college’s appropriate use policies and are prohibited from illegally downloading or sharing data files of any kind. Specific information about the college’s technology policies and its protocols for combating illegal file sharing may be found on the Dean of Student Services’ web page (http://www.lcsc.edu/studentservices/).

Diversity Vision Statement
Regardless of race, color, age, sex, religion, national origin, disability, veteran status, or sexual orientation, you will be treated and respected as a human being. http://www.lcsc.edu/culturaldiversity/
<table>
<thead>
<tr>
<th>Component</th>
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<tbody>
<tr>
<td>A. Accounting (ACT)</td>
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<tr>
<td>B. Marketing (MKT)</td>
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<td>C. Finance (FIN)</td>
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<td>D. Management</td>
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<td>2. Organizational Behavior (OB)</td>
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<td>3. Human Resource Management (HRM)</td>
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<td>4. Operations Management (OM)</td>
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<td>E. Economic/Social/Legal Environment</td>
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<td>1. Legal Environment of Business (LAW)</td>
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<td>2. Economics (ECN)</td>
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<td>3. Business Ethics (ETH)</td>
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<td>F. Decision-Support Tools</td>
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<td>1. Information Systems (IS)</td>
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<td>2. Quantitative Methods/Statistics (QM)</td>
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<td>G. Global Dimensions of Business (GLOB)</td>
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<td>H. Integrative Experience (INT)</td>
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