**BUS 452 – BUYER BEHAVIOR**

**Spring 2024**

**INSTRUCTOR INFORMATION**

**NAME:** Russ Fletcher, MBA

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**OFFICE PHONE:** 770-720-5591

**OFFICE LOCATION:** Lawson, Room 202-A

**OFFICE HOURS**: My typical office hours are Monday & Wednesday from 8:30-9, 1:15-3 and Fridays from 8:30-9 and 12-1. If you would like to meet with me, please email me to schedule a time. I may have other meetings scheduled during my regular office hours so please schedule time in advance. I will also accommodate other times as my schedule permits.

**COURSE DESCRIPTION**

This course examines the influence of consumer and organizational buyer behavior processes on the development of marketing plans and strategies. Various internal and external influences on decision-making, as well as differences and similarities between consumer and organizational buying decision and choice processes, are explored in the course. Concepts from behavioral science and economies will be presented to explain both purchase and consumption behaviors. Prerequisite: BUS 302

**REINHARDT SECTION/NAMING CONVENTION**: BUS 452 010 MC

**COURSE CREDIT HOURS**: Three (3) Semester Credit Hours

**COURSE SCHEDULE/LOCATION**:

* Days: Mondays, Wednesdays & Fridays
* Time: 10:00am to 10:50am (EST)
* Location: Hill Freeman Library, 306

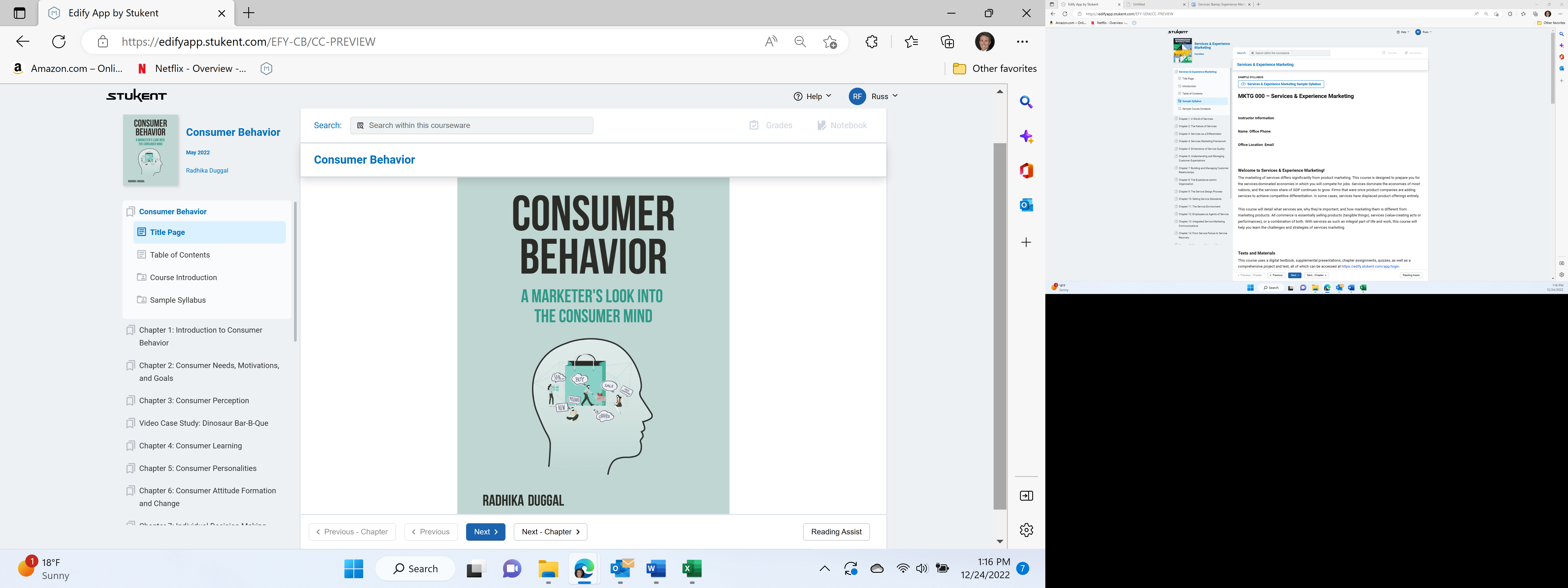
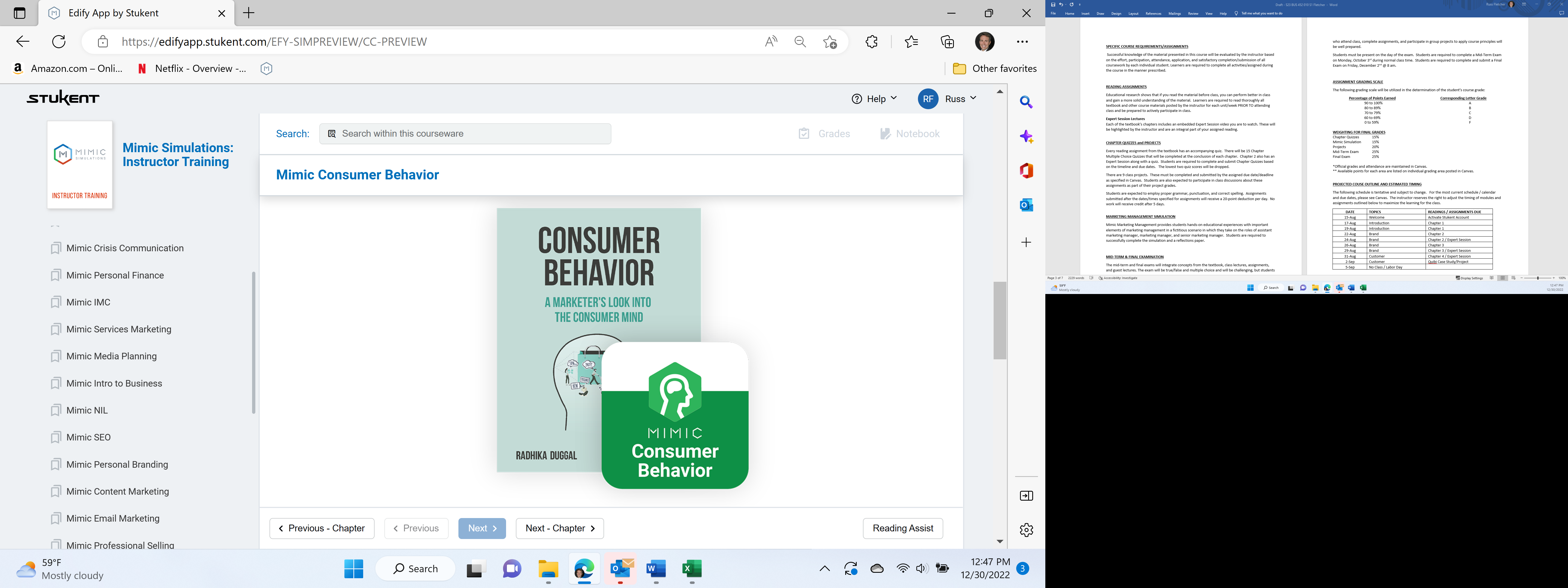
**Dates:** 1/8/2024 - 5/5/2024

**WELCOME TO BUYER BEHAVIOR!**

Each of us is an active consumer in everyday life, purchasing everything from groceries to clothing to spring break vacations and college educations. However, our individual personalities and characteristics dictate that no two consumers are alike: we make unique choices, which makes it challenging for marketers to create coherent marketing strategies regardless of similarities within target markets. In this class, we will examine how and why consumers behave the way they do and the practical marketing implications of that behavior.

**TEXTBOOK & SIMULATION**

This course uses the digital “Consumer Behavior” courseware, which includes a textbook by Radhika Duggal and its accompanying resources. The course will also use an online simulation called “Mimic Consumer Behavior.” Both the courseware and simulation will be accessed through Canvas. You will enroll in the Stukent Platform using the link in Canvas.

**COURSE STUDENT LEARNING OUTCOMES**

1. Develop a deeper understanding of consumer behavior by learning about relevant psychological and sociological theories
2. Identify how those theories can be used to impact marketing strategies
3. Explain how consumer behavior can be applied to marketing (market research, product marketing, brand marketing, and acquisition marketing)
4. Evaluate the dynamics of needs and motives, their relationship to consumer behavior, and their application to marketing
5. Analyze how systems of needs shape consumer behavior and marketing
6. Demonstrate how marketers use an understanding of consumer behavior to build brand loyalty
7. Recognize how the internet and related technologies improve our understanding of consumer behavior and explain technology’s role in overcoming marketers’ most significant challenges

**MCCAMISH SCHOOL OF BUSINESS LEARNING OUTCOMES**

*MSOB1. Critical thinking, analytical, and problem-solving skills*. Analyze business situations using information and logic to make recommendations for problem-solving.

*MSOB2: Interpersonal, teamwork, leadership, and communication skills.*  Use team building and collaborative behaviors in the accomplishment of group tasks and communicate effectively program alternatives.

*MSOB3: Ethical issues and responsibilities.* Recognize and analyze ethical dilemmas and propose resolutions for practical business situations.

*MSOB4: Business skills and knowledge.* Apply best practices, establish theories and managerial skills to business situations and problems.

*MSOB5:* *Awareness of global and multicultural issues.* Demonstrate awareness of and ability to analyze global and multicultural issues as they relate to business.

**SPECIFIC COURSE REQUIREMENTS/ASSIGNMENTS**

The instructor will evaluate successful knowledge of the material presented in this course based on the effort, participation, attendance, application, and satisfactory completion/submission of all coursework by each student. Students are required to complete all activities/assigned during the course in the manner prescribed.

**READING ASSIGNMENTS**

Educational research shows that if you read the material before class, you can perform better in class and gain a more solid understanding of the material. Learners are required to read thoroughly all textbook and other course materials posted by the instructor for each unit/week **before** attending class and be prepared to actively participate in class.

**Expert Session Lectures**Chapter 2 and Chapter 12 include Expert Session videos you are required to watch. These will be highlighted by the instructor and are an integral part of your assigned reading/watching for these Chapters.

**CHAPTER QUIZZES, ASSIGNMENTS, and PROJECTS**

Every reading assignment from the textbook has an accompanying quiz. There will be 15 Chapter Multiple Choice Quizzes that will be completed after each chapter. As noted above, Chapters 2 and 12 also have an Expert Session along with a quiz. Students are required to complete and submit Chapter Quizzes based on the timeline and due dates. The lowest **two** quiz scores will be dropped.

Many of the chapters have an accompanying assignment or project. Some of these assignments will be completed during normal class time. If you miss class with an “unexcused” absence, you will **not** be permitted to make up these assignments. There are several class projects. Students are expected to participate in class discussions about these assignments as part of their project grades. Students are also expected to employ proper grammar, punctuation, and correct spelling.

Assignments and projects must be completed and submitted by the assigned due date/deadline listed in Canvas. Assignments submitted after the dates/times specified for assignments will receive a 20-point deduction per day. **No work will receive credit after an assignment is reviewed in class.**

**CONSUMER BEHAVIOR SIMULATION**

Mimic Consumer Behavior provides students with hands-on educational experiences with important elements of consumer behavior in a fictitious scenario in which they take on the roles of a brand marketer at Buhi Supply Co. This simulation shortens the learning curve and gives students resume-building skills that you can use to land jobs in a competitive market. Students are required to successfully complete the simulation and complete a reflections paper.

**MID-TERM & FINAL EXAMINATION**

The mid-term and final exams will integrate concepts from the textbook, class lectures, and assignments. The exams will be multiple choice and will be challenging, but students who attend class, complete assignments, and participate in class projects to apply course principles will be well prepared.

Students must be present on the day of the exam. Students are required to complete a Mid-Term Exam on Friday, March 1st during normal class time. Students are required to complete and submit a Final Exam in accordance with the published University Final Exam Calendar.

**ASSIGNMENT GRADING SCALE**

The following grading scale will be utilized in the determination of the student’s course grade:

**Percentage of Points Earned Corresponding Letter Grade**

90 to 100% A

80 to 89% B

70 to 79% C

60 to 69% D

0 to 59% F

**WEIGHTING FOR FINAL GRADES**

Quizzes 20%

Assignments/Projects 20%

Mimic Simulation & Reflection Paper 20%

Mid-Term Exam 20%

Final Exam 20%

\*Official grades are maintained in Canvas.

\*\* Available points for each area are listed on individual grading areas posted in Canvas.

**PROJECTED COURSE OUTLINE AND ESTIMATED TIMING**

The following schedule is tentative and subject to change. For the most current schedule, please refer to the modules and due dates as outlined in Canvas. The instructor reserves the right to adjust the timing of modules and assignments outlined below to maximize the learning for the class.

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| --- | --- | --- |
| **Week / Module** | **Class Topic(s)** | **Reading/Assignments/Project/Quizzes/ Mimic Rounds/Exam** |
| 1 | Introductions, Course Overview, Consumer Behavior, and Marketing Strategy | Activate Stukent account  Chapter 1  Quiz  Start Interview Assignment/Project |
| 2 | Consumer Needs, Motivations, and Goals | Chapter 2  Quiz  Watch Expert Session Video  Expert Session Quiz  Assignment/Project |
| 3 | Consumer Perception | Chapter 3  Quiz  Assignment/Project |
| 4 | Consumer Learning | Chapter 4  Quiz  Assignment/Project |
| 5 | Consumer Personalities | Chapter 5  Quiz  Assignment/Project  Mimic Consumer Behavior (MCB) Rounds 1 and 2 |
| 6 | Consumer Attitude Formation and Change & Individual Decision-making | Chapter 6  Quiz  Chapter 7  Quiz  Assignment/Project |
| 7 | Reference Groups and Word of Mouth | Chapter 8  Quiz  Assignment/Project |
| 8 | Persuading Consumers Through Messaging | Chapter 9  Quiz  Assignment/Project  Mid-Term Exam |
| 9 | Influencing the Buying Process | Chapter 10  Quiz  Watch Expert Session Video  Expert Session Quiz  MCB Round 3 |
| 10 | Creating Brand Loyalty | Chapter 11  Quiz  MCB Round 4 |
| 11 | Driving Innovation Through Consumer Behavior | Chapter 12  Quiz  MCB Round 5 |
| 12 | Cross-cultural Variations in Consumer Behavior | Chapter 13  Quiz  Assignment/Project  Mimic Round 6 |
| 13 | Impact of Technology on Consumer Behavior | Chapter 14  Quiz  Mimic Round 7 |
| 14 | Consumer Behavior and The Regulatory Environment | Chapter 15  Quiz  Simulation Recap & Reflections Paper |
| 15 | Final Review &  **Final Exam** | **Final Exam – based on the published exam schedule** |

**ACADEMIC INTEGRITY**

The Honor System Honor is the moral cornerstone of Reinhardt University. Honor provides the common thread woven through the many aspects of the institution and creates a community of trust and respect fundamentally affecting the relationships of all its members. The centrality of honor at Reinhardt is contained in its Honor System which is embodied in the Reinhardt University Honor Pledge.

All assignments must be completed by the learner. Learners are expected to read and adhere to the Academic Integrity section of Reinhardt University’s Academic Catalog. The policy provides descriptions of what violates the policy and what penalties may be imposed for violations. Failing grades will be assigned for any work that does not meet the standards of academic honesty. **Any violation of academic honesty can result in a failing grade in a course.**

**ATTENDANCE POLICY**

Regular attendance is required and expected. Students are required to be on time, attend for the entire class period, and participate via engagement with the instructor/fellow class members in all class lectures (face-to-face in the physical classroom) each week during the semester. You are responsible for obtaining information conveyed in missed classes from the textbook, class notes, and/or Canvas. You should make sure to complete any missed assignments during the assigned specific time before returning to class, so you won’t fall further behind.

If you are absent from class, you will need to check Canvas for any class calendar changes, assignments missed, PowerPoint presentations, etc.  A copy of the class schedule & syllabus will always be available on Canvas along with any changes.   However, this does **NOT** exempt you from making sure you are aware of any verbal announcements made in class, so please exchange contact information with someone in class to communicate with if you are absent from class.

**Excused absences only for official Reinhardt SPORTS OR CAMPUS ORGANIZATION EVENTS**

If you are representing the school for a game or competition it is your responsibility to **notify me before missing the class.** I will work with you on what you miss and make sure you don’t fall behind. Coming to me after the absence is not acceptable. You will be required to take any graded assignments including quizzes and tests **before the due date.** You will not be permitted to turn in work late. If you need further clarification, please see me. To succeed in this class, attendance is required.

**CENTER FOR STUDENT SUCCESS**

Students can go to the **Center for Student Success** for additional support for this course. If you feel you need additional help, please schedule a meeting with me, so I can ensure that you receive the proper support. This center is designed to support your learning in class, so it’s not to replace your regular class attendance. Please have a list of specific questions, so we can use the time most effectively. I am also glad to provide some additional support if you are in class regularly and schedule meetings in advance. You can contact me at [russ.fletcher@reinhardt.edu](mailto:russ.fletcher@reinhardt.edu)

Academic support is offered on campus by the Center for Student Success (CSS). The CSS is located on the lower floor of Lawson, Room 305. CSS offers FREE peer and faculty tutoring for all subjects. For appointments, go to the Reinhardt University webpage (www.reinhardt.edu) and using the Quick Links menu click on Center for Student Success.

**COVID-19**

Reinhardt is committed to the safety of our community and mitigating the spread and harmful effects of Covid-19. Masks are currently optional in the classroom. Because COVID-19 continues to be a dynamic situation, we may have to amend our current policies based on recommendations from the CDC and the Georgia Department of Public Health.

**ADA POLICY**

* The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a documented disability requiring an accommodation, please contact the Academic Support Office (ASO).
* Reinhardt University is committed to providing reasonable accommodations for all persons with disabilities. Therefore, if you are seeking classroom accommodations under the Americans with Disabilities Act, you are required to register with the Academic Support Office (ASO). ASO is located in the basement of the Lawson Building. The phone number is 770-720-5567. To receive academic accommodations for this class, please obtain the proper ASO letters/forms.

**NON-DISCRIMINATION / TITLE IX**

Reinhardt University does not discriminate in any of its policies, programs, or activities based on race, color, age, culture, national origin, socioeconomic status, gender, religious belief, sexual orientation, physical (dis)ability or genetic information.

It is the policy of Reinhardt University to comply with Title IX of the Education Amendments of 1972, which prohibits discrimination (including sexual harassment and sexual violence) based on sex in the College's educational programs and activities. Title IX also prohibits retaliation for asserting or otherwise participating in claims of sex discrimination. Reinhardt University has designated Kristy Starling, Title IX Coordinator, KLS1@reinahrdt.edu or 770-720-9146, to coordinate Reinhardt's compliance with and response to inquiries concerning Title IX. A person may also file a complaint with the Department of Education's Office for Civil Rights regarding an alleged violation of Title IX by visiting the U.S. Department of Education's website or calling 1-800-421-3481.