

## MKTG 4410: Consumer Behavior: MWF 1:00-1:50 Lowder 010

**Instructor:** Dr. Michael S. Kincaid

**Office Hours:** MWF 11:00-12:00, 3:00-5:00 MWF and by appointment.

**Office:** 235 Lowder

Phone: 844-8506

**E-Mail:** [kincams@auburn.edu](mailto:kincams@auburn.edu)

**Required Text:** Consumer Behavior, Schiffman & Kanuk 10<sup>th</sup> Edition

**Course Objectives:** The primary objective of this course is to prepare students for the practice of marketing, specifically, as it relates to consumer behavior and knowing the customer, both of which are central to marketing strategy.

1. Understand the role of consumer behavior (CB) in marketing
2. Identify qualitative and quantitative methods of measuring CB
3. Understand and describe individual differences (learning, motivation, memory, perception, attitude formation, lifestyle) on CB
4. Understand consumer information processing (decision-making) and the impact of resources on processing
5. Understand the role of cultural differences in CB
6. Understand the influence of reference and aspirational groups and opinion leaders on CB
7. Understand the nature of Household decision-making
8. Explain the role of situational influences on CB
9. Explain the adoption and diffusion process and the factors that influence the process

### **Grade Determination:**

There will be one semester exam, a midterm exam, a marketing project and a final exam. The semester and midterm exams, and the marketing project will comprise 60% of the final grade (20% each) and the final exam will comprise 40% of the final grade. **To take the exams, students must have #2 pencils, Auburn University blue scan forms, and Auburn University Identification Cards.**

### **Grading:**

A=90-100; B=80-89; C=70-79; D=60-69; F=59 and below. If a student misses an exam (1) They must provide a written excuse within 48 hours of the exam date and (2) the excuse must be valid per Tiger Cub policy. If conditions 1 and 2 are not met, the student will receive a ZERO on the exam. **Students must bring #2 pencils with erasers, Auburn University blue scan forms, and Auburn University Identification Card to each class.**

**Grade Appeals:** If I make a math error grading your assignment and it lowers your grade, show me the error and your grade will be corrected immediately. If the error is in your favor, consider it a gift from “Lady Luck”.

If you disagree with the way a particular question was worded or graded, please give me your appeal, in writing, within one week of the exam.

**Academic Honesty:** Anyone caught cheating will be prosecuted to the full extent possible as discussed in the Tiger Cub.

**Calendar:** A calendar for the Spring Semester including class assignments, exams, etc. will be distributed on 1/15/2014. Any changes in weekly reading assignments, and lists of key terms and concepts will be distributed through campus email and/or Canvas.