



SYLLABUS

MRKT 3333 CONSUMER BEHAVIOR ONLINE SPRING 2024

In this course, you will be required to use features of Canvas eCourses Please read the course schedule carefully. This syllabus is subject to change with due notice via Canvas eCourses. Also see University Rules and Procedures (Student Handbook) and Undergraduate Catalog.

- Professor:** Dr. K. Joonas
- Section # and CRN:** Section Z01 CRN 25659
- Office Location:** Agriculture and Business Multipurpose Building R 463
- Office Phone:** (936) 261-9214
- Email Address:** *Use only eCourses Mail "Inbox"*
- Office Hours Online:** Tuesdays, Thursdays, and Fridays –10:00 AM – 12:00 Noon, email 24X7, and by appointment

- Mode of Instruction:** Online
- Course Location:** Online
- Class Days & Times:** Online
- Catalog Description:** Credit 3 semester hours. An analysis of the processes underlying the purchasing behavior of consumers and the major influences on consumer behavior, including culture, attitudes, and reference groups.

- Prerequisites:** Undergraduate level (PSYC 2301 OR PSYC 1113) with a minimum grade of C and Undergraduate level (MRKT 3310 or MRKT 3103) Principles of Marketing with minimum letter grade C. Restrictions: Must be enrolled in the following Classification: Senior. Each student needs to be in good standing with University and COB prerequisites, as well as to Make sure to follow their Program's recommended course sequence.
- Co-requisites:** None
- Required Text:** Schiffman, L., and L. Kanuk, Consumer Behavior, 10th Edition, (Prentice Hall, 2010) ISBN-10: 0135053013, ISBN-13: 9780135053010

- Recommended Texts:** Students are expected to enroll for this course with a prior knowledge of the material for prerequisite courses. *Examples of textbooks* are given below (an equivalent textbook is acceptable). *Any deficiency might affect performance and grades in the present course.* While it is not required to buy these books, it would be helpful if students retain the books for reference, from earlier course work, if any.
 1. Pride, W.M. and O.C. Ferrell, Marketing, 16th Edition, (Boston: Houghton-Mifflin, 2012) ISBN-13: 9780538475402
 2. Wade, C., and C. Travis, Invitation to Psychology, 5th Edition, (Pearson, 2012) ISBN-10: 0205035191, ISBN-13: 9780205035199.

- Course Goals or Overview:** Credit 3 semester hours. 1. To provide the student with a basic understanding of the nature of consumer behavior. 2. To provide the student with an understanding of the consumer as an individual, in their social and cultural settings. 3. To provide the student with an understanding of the consumer's decision-making process and ethical dimensions.

BBA Program Learning Goals- AACSB

1. Goal 1: Mastery of Content - Graduates will demonstrate an ability to integrate and use knowledge from multiple business disciplines, and will demonstrate proficiency in their major area business discipline.
2. Goal 2: Ethics - Graduates will have an ethical perspective.
3. Goal 3: Global Perspective - Graduates will have a global perspective.
4. Goal 4: Communications - Graduates will demonstrate an ability to be effective communicators.

Student Learning Outcomes: Course Objectives/ AACSB Standards Met

| | Upon successful completion of this course, students will be able to: | Program Learning Outcome # Alignment | Core Curriculum Outcome Alignment |
|---|--|--|---|
| 1 | Demonstrate an understanding of the overall consumer behavior process | Goal 1: Mastery of Content | Critical thinking, Communication |
| 2 | Demonstrate an understanding of the consumer as an individual | Goal 1: Mastery of Content | Critical thinking, Communication |
| 3 | Demonstrate an understanding of consumers in their social and cultural settings | Goal 1: Mastery of Content | Critical thinking, Communication |
| 4 | Demonstrate an understanding of the consumer's decision-making process | Goal 1: Mastery of Content | Critical thinking, Communication |
| 5 | Be able to participate in a discussion in-class/on the eCourse | Goal 1: Mastery of Content Goal 4: Communications | Critical thinking, Communication |
| 6 | Be sensitized to the various perspectives of the new business environment: ethical, social, political, legal, economic, global, and environmental. | Goal 1: Mastery of Content | Critical thinking, Social responsibility, Communication |

Major Course Requirements*

Method of Determining Final Course Grade – POINTS BASED

| | Course Grade Requirement | Points | Value | Cumulative Approx. |
|----|--------------------------------------|---------------|--------------|---------------------------|
| 1 | Exam #I | 100 | 19.4% | 19.4% |
| 2 | Exam #II | 100 | 19.4% | 36.7% |
| 3 | Exam #III | 100 | 19.4% | 56.1% |
| 4 | Final Exam (Comprehensive) #IV | 200 | 36.7% | 96.9% |
| 5. | Weekly Attendance 16 weeks x 1 point | 16 | .03% | 100.0% |
| | TOTAL | 516 | 100% | |

* PVAMU policy- Deficiency in mandatory attendance will result in a drop of one letter grade
 Bonus points may be available (*at the instructor's discretion*) for course-related activities on such as Quizzes, Discussions or Assignments. *There are no "makeup" bonus points. Bonus points are added to the student's final course total score.*

| Grading Criteria and Conversion: Rounding off at Professor's discretion |
|--|
| A = 464 – 516 points |
| B = 413- 463 points |
| C = 361 – 412 points |
| D = 310 - 360 points |
| F = 0 - 309 points |

If a student has stopped attending the course (i.e., "stopped out") at any point after the first day of class but did not officially withdraw from the course and has missed assignments and exams, including the final exam, and performed below the grade level of a D, a grade of FN (failed-nonattendance) will be assigned for the final course grade to ensure compliance with the federal Title IV financial aid regulations. In contrast, if the student has completed all assignments and exams, including the final exam, but performed below the grade level of a D, a grade of F will be assigned for the final course grade.

Detailed Description of Major Assignments

| Assignment Title or Grade Requirement | Description |
|--|---|
| <p>Individual Exams: Flexibility and Accommodating Students' Learning Needs</p> | <p>Proctored Exams #I, #II, #III and #IV will be offered, designed to measure knowledge of presented course material primarily based on the textbook, any handouts, and class discussions, including salient material from guest speakers and Coleman sessions. Testing may be in any form such as multiple-choice, short answer, essay, and fill in the blanks. Also see "Testing Policy" below, in case of any missed exam due to an excused absence.</p> <p>Proctored exams will be offered on eCourses as determined by the professor. Students must take the exam during the class time on the exam date (50 minutes exam window). There will be no face-to-face class discussion on exam dates. See the course calendar for the dates of the exams.</p> <p>Exams are closed-book, and the PVAMU honor code applies. You must work on your own with no communication or collaboration of any kind with any other person. You must answer exam questions on your own without help from anyone else.</p> <p>Do not discuss the contents of an exam with anyone (except for me) until the day after the exam date.</p> <p>The exams will almost certainly take place during the dates prescribed in the included class schedule (barring a network outage or total shutdown of the university), so please plan your schedule accordingly.</p> <p>Exams #I, #II and #III are not cumulative. The final exam #IV is cumulative.</p> <p>Missed exam #I, #II, or #III: Because there are legitimate reasons to miss an exam, a student who misses a single exam #I, #II, or #III will be offered a make-up exam in the Proctored Testing Center. Early exam will be offered only with prior notice of an excused absence, five business days before the exam date, to allow for scheduling. A make-up exam may have a different pattern from the class exam. Any make-up exam needs to be completed by the last day of classes, failing which the missed score will be replaced by the final exam #IV percentage.</p> <p>Missed final exam: A student who misses the final exam will receive a zero score for the final exam, except in extremely rare cases of documented dire personal need, in which case the student might qualify to receive an "incomplete" grade for the semester.</p> <p>Lowest exam #I, #II, or #III score replaced by final exam percentage score: Because legitimate circumstances can result in a low score for a student on exam #I, #II, or #III, each student who completes all exams #I, #II, and #III during the semester (<i>except in cases of misconduct</i>) will have the lowest of those exam scores replaced by the final exam #IV percentage score (if the final exam percentage score is higher than the lowest of those exam scores).</p> <p>Practice testing may be offered to students. A review will be provided on request in a student conference. Depending on class performance, semester grades may be "scaled," resulting in a semester grade higher than the minimum indicated in the table above.</p> <p>Individual student grades may be adjusted down in the following cases: 1) Cases of academic dishonesty 2) Other improper student behavior. 3) Excessive absenteeism</p> <p><i>eCourses (Canvas) Automatic Grade Calculation is Disabled in Our Course:</i> eCourses (Canvas) attempts to calculate your semester average and semester letter grade automatically</p> |

during a course. Unfortunately, this calculation will result in an incorrect semester grade calculation for you (and it is impossible to modify Canvas' automatic grade calculation so that it is correct). Therefore, I have disabled the ability of students to see this incorrect semester grade calculation. (On the Canvas phone app, a lock icon will appear on our course. This does not mean that our course is locked; instead, it means that you cannot view Canvas' incorrect calculation of your semester average.)

Course Procedures and Additional Professor Policies

SPECIAL NOTES FOR THIS COURSE SYLLABUS- PLEASE READ CAREFULLY:

This syllabus is subject to change. You will be required to use features of Canvas eCourses for resources and activities. Please read the course calendar carefully.

By PVAMU rules, students should be in good standing with the College and University requirements

Students are advised to complete the following courses or equivalent with appropriate minimum grade, before taking this class:

College of Business- movement to Upper Division Courses:

Communication: ENGL 1123 Freshman Comp. I, ENGL 1133 Freshman Comp. II

Mathematics: MATH 1113 College Algebra

Computing: MISY 1013 Introduction to MIS

Economics: ECON 2113 Microeconomics, ECON 2123 Macroeconomics

Accounting: ACCT 2113 Managerial Accounting

Additional- from University Core:

Communication: SPCH 1003 Fundamentals of Speech Communications,

Social and Behavioral Sciences:

HIST 1313 U.S. to 1876,

HIST 1323 U.S. 1876 to present

POSC 1113 American Government I

POSC 1113 American Government II

Natural Sciences: 6 Scheduled Credit Hours

Humanities and/or Visual and Performing Arts:6 Scheduled Credit Hours

Access to learning resources:

PVAMU eCourses: User name and password: same as PVmail student login

Web: ecourses.pvamu.edu

Zoom meeting: Link for any session will be provided on course homepage "Zoom".

Center for Business Communications- see Mrs. Garcia or tutors- Agriculture and Business Building R 200 Phone: (936) 261-9267

University Bookstore: phone: (936) 261-1990; web: <https://www.bkstr.com/Home/10001-10734-1?demoKey=d>

Use of SPSS statistical software

Time permitting, discussion on Consumer Behavior will be supported by hands-on use of SPSS statistical program. The program will be made available in the class Lab. Data sets will be provided as examples. Items covered may include describing data, testing hypotheses, examining relationships between variables, and presentation through tables, charts, and graphs. The program will be made available in the class Lab. Data sets will be provided as examples. Content covered in class may be included in testing.

Grading policies:

Students will earn grades. Grades will be based primarily on performance in the above categories. All items under *earned* bonus points, if any (items may not be listed in the grading scale), will be added to the final course total points, and will not be included in the midterm grade.

Class Policy, Queries, and Use of eCourse Platform (as applicable to online course):

Students are advised to regularly attend class meetings in a quiet environment without distraction or disturbance. Class meetings as well as eCourse functions such as Mail and discussion board are to be used strictly for academic content, and as directed by the Professor. Students are requested to indicate acceptance of class policy as stated in the syllabus, at the start of the semester. It is not allowed for students to use class meetings or the eCourse (Mail, discussion board, and such) to discuss class policy with the rest of the class. Students may meet with the Professor outside class, or write via eCourses Mail, to the Professor for any clarification relating to class policy. Further, any query relating to the course should not be marked to any other student. When asking a query, students need to avoid language such as "I am confused", "I am lost", or "I cannot understand anything". Students first need carefully read content/assignments, and

instructions, and indicate to the Professor which sentence they did not understand. Also, any exchange between the Professor and the student is privileged information, and should not be shared with any other student. Any student in violation of this policy, or sending mass emails to the class, may have their class and eCourse access privileges withdrawn.

Submission of documents:

Students are required to make all course submissions (such as Request for Excused absence) in a timely fashion. Submissions need to be made digitally (via eCourses drop box) as well as in TWO hard copies in the Professor's Agriculture and Business Building 3rd Floor Faculty mailbox (this only applies to a face-to-face class). Directions for accessing your eCourse will be provided. Additional assistance can be obtained from the Office of Distance Learning - Center for Instructional Innovation and Technology Services (CIITS).

Testing Policy

Secure testing should be completed as scheduled. No open-book testing will be offered. No caps, hats, food, drink, jewelry, valuables, heavy jackets and coats, or electronic devices (smart watches) are allowed during testing. The PVAMU honor code applies to all testing. For tests and final exam, students will not be allowed to revisit questions that have been passed over (that means no going back to missed questions). ALL STUDENTS must test during the given time (see schedule). Testing grades will be provided via eCourses within three days of test closing. For detailed testing results, a student needs to set up a student conference with the professor. Make-up for missed exam: A student may obtain an excused absence for a missed grade item only under documented emergencies (e.g., death in the family) (see Student Handbook, PVAMU rules below), or a university excuse, with timely communication to the Professor, preferably before but no later than five school days of the absence. An absence form must be completed, validated by Student Services, and submitted (Assignment drop box). In such cases, a make-up for missed testing will be offered in the Proctored Testing Center, which may follow a pattern different from missed testing, and contain types of questions different from the questions on missed testing. An early make-up will be allowed only with an absence form approved by Student Affairs, submitted to the professor at least five business days in advance of the exam date, to allow for scheduling. If a student does not complete make-up exam by the last day of class, it will be substituted by the percentage on Exam #IV, covering the entire course material. In case a student misses Exam #IV with an excused absence, make-up testing will be arranged at an appropriate time during Fall 2024 or Spring 2025. Such an exam may follow a pattern different from the missed exam, and contain types of questions different from the questions on the missed exam. **No make-up testing will be offered during Summer.** Exams missed due to any other reason ("forgot, overslept, alarm didn't go off, missed a ride, car broke down, out of gas") do not constitute an excused absence. In such cases, the student will get a zero for the missed testing.

There may be some unannounced bonus quizzes/assignments given during the semester. These will be administered at any time during the class period. Students will be required to answer questions relating to these, on exams.

Exam grades will be posted on Canvas eCourse within three days of exam completion. Detailed exam results will NOT be made available to class on the eCourse, or individually. However, individual students may request to go over Exam results one-on-one in a student conference.

Professional Organizations and Journals

American Marketing Association (<http://www.marketingpower.com/Pages/default.aspx>)

Association of Collegiate Marketing Educators (<http://www.a-cme.org>)

Peer-reviewed marketing-related journals- see Coleman Library ABI Inform Index- further information on eCourse.

References

Coleman Library's online ABI Inform index (more information available on eCourses)

University Rules and Procedures (See Student Handbook)

Repeating a Course

A student that is repeating this course because they have not previously passed it or are repeating the course for a higher grade to improve the GPA, must apply in writing through the department BEFORE the 12th class day of this semester. If they do not apply to the department before this date, their previous grade will not be replaced; rather, both the old and the

new grades will factor into your cumulative GPA. The required form can be downloaded from the Registrar's Office homepage.

Communication Expectations and Standards:

This is an eCourse supported class; therefore, students need to send all emails via eCourses Mail – “Inbox”. E-Courses mail messages will under normal circumstances during regular class days, receive a response from the Professor within 48 school hours (weekends and holidays excluded) during regular class days. Students are advised to avoid sending emails from other email addresses (such as yahoo, Gmail, Hotmail, and such). In case of documented technical eCourses issues only, you may use your pvmail as an exception (response might be delayed). You can send email anytime that is convenient to you, but I will check my email messages throughout the work-week (Monday through Friday). I will respond to email messages during the work-week within 48 school hours following my receipt of them. For example, emails that I receive on Friday will be responded to by the close of business on the following Monday.

Setting up a Student Conference

A student may set up a student conference via eCourses Mail. Also, the student needs to confirm the conference via eCourse mail at least 24 hours before the conference time. For the meeting to be efficient and effective, the student needs to bring the following updated materials: 1. Course syllabus, 2. Prescribed text book, 3. Chapter notes, 4. Requests for excused absence, 5. Graded Exams, 6. Graded discussion forum posts, 7. Grade sheet, 8. ECourse May Mail AND News Forum messages sent to and received from team members and the Professor. **Failure to do so may result in the meeting not being held.** No caps, hats, or electronic devices are allowed during student conferences. **Any student with a grade of “F” or “D” at midterm is advised to set up a student conference within five days of receiving the grade.** Any student, for example, on account of prolonged illness/ prescribed medication, behavioral issues, or excessive absences, will have a conference held in the presence of a representative of PVAMU Student Affairs- Student Conduct. At the Professor’s discretion, a conference with any student may be held in the presence of the student’s academic advisor or Dean.

Request for Reference/Recommendation Letter

Barring exceptions, a letter of recommendation for professional purposes may be requested by any student that has achieved a minimum grade of “B” on the course (employment or academic only; fraternity/sorority references will not be provided). Students need to submit the opportunity requirements (such as for a job opening, graduate studies), along with updated resume, and current graduation check. Allow at least 2-3 weeks for the letter to be completed. Note: The Professor will not be available in Summer, so kindly check in advance.

Tentative Semester Calendar^{#a}

Please also check Canvas eCourse Announcements

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| Week One: 01/16 Topic Description | Introduction to the Course and Class |
| Readings: | Read Syllabus and Get2KnowMe Review ^a Chapters 1and 2 - <i>not for testing</i> |
| Assignment (s): | Complete Pre-requisite checks and Get2KnowMe, “Define Consumer Behavior”, Complete Syllabus Acceptance, all Mandatory Pre-testing |
| Week Two: 01/22 Topic Description | Chapter 3 Personality and Motivation Chapter 4 Consumer Perception and Positioning |
| Readings: | Chapter 4 |
| Assignment (s): | Chapter 3, 4 Lecture-Discussion |
| Week Three: 01/29 Topic Description | Chapter 5 Consumer Learning Chapter 6 Consumer Attitude Formation and Change |
| Readings: | Chapter 5, Chapter 6 |
| Assignment (s): | Chapter 5 Lecture-Discussion Chapter 6 Lecture-Discussion |
| Week Four: 2/05 Topic Description | Review ^a , testing, debrief Chapter 6 Consumer Attitude Formation and Change |
| Readings: | Chapters 3-6 |
| Assignment (s): | Chapter 6 Lecture-Discussion 02/07 - EXAM #1 CHAPTERS 3-6 DEBRIEF Exam #1 Chapters 3-6 |
| Week Five 02/12 Topic Description | Chapter 7 Persuading Customers |

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|---|---|
| Readings: | Chapter 7 |
| Assignment (s): | Chapter 7 Lecture-Discussion |
| Week Six 02/19 Topic Description | Chapter 8 From Print and Broadcast to Social Media and Mobile Advertising Chapter 9 Reference Groups and Communities, Opinion Leaders, and Word-of-Mouth |
| Readings: | Chapter 8, Chapter 9 |
| Assignment (s): | Chapter 8 Lecture-Discussion Chapter 9 Lecture-Discussion |
| Week Seven: 02/26 Topic Description | Chapter 10 The Family and its Social Class Standing |
| Readings: | Chapter 10, Review ^a Chapters 7-10 |
| Assignment (s): | Chapter 10 Lecture-Discussion |
| Week Eight: 03/04 Topic Description | Class catchup, Review ^a , testing, debrief |
| Readings: | Chapters 7- 10 |
| Assignment (s): | Class catchup Review ^a Chapters 7-10 03/06 - EXAM #II CHAPTERS 7-10 DEBRIEF EXAM #II |
| Week Nine: 03/11 | SPRING BREAK – NO CLASSES |
| Week Ten: 03/18 Topic Description | Chapter 11 Influence of Culture on Consumer Behavior Chapter 12 Subcultures and Consumer Behavior |
| Readings: | Chapter 11, Chapter 12 |
| Assignment (s): | Chapter 11 Lecture-Discussion Chapter 12 Lecture-Discussion |
| Week Eleven: 03/25 Topic Description | Chapter 13 Cross-Cultural Consumer Behavior: An International Perspective Chapter 14 Diffusion of Innovations |
| Readings: | Chapter 13, Chapter 14 |
| Assignment (s): | Chapter 13 Lecture-Discussion Chapter 14 Lecture-Discussion 03/29 – GOOD FRIDAY – TBA |
| Week Twelve: 04/01 Topic Description | Chapter 15 Marketing Ethics and Social Responsibility Chapter 16 Consumer Research |
| Readings: | Chapter 15, Chapter 16 |
| Assignment (s): | Chapter 15 Lecture-Discussion Chapter 16 Chapter 16 Lecture-Discussion |
| Week Thirteen: 04/08 Topic Description | Class catchup, Review ^a . Testing, Debrief |
| Readings: | Chapters 11-16 |
| Assignment (s): | Class catchup Review ^a Chapters 3-16 04/10 - EXAM #III CHAPTERS 11-16 DEBRIEF EXAM #III CHAPTERS 11-16 |
| Week Fourteen: 04/15 Topic Description | Class catchup, Review ^a , testing, and debrief |
| Readings: | Chapters 3-16 |
| Assignment (s): | Class catchup Review ^a Chapters 3-16 Class activity - TBA |
| Week Fifteen: 04/22 Topic Description | Class catchup, Review ^a |
| Readings: | Chapters 3-16 |
| Assignment (s): | 04/26 - LAST DAY OF CLASS Class catchup Review ^a Chapters 3-16 |
| Week Sixteen: 04/29 | Review ^a , Testing, Course Debrief |

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| Topic Description | |
| Readings: | Chapters 3-16 |
| Assignment (s): | 04/29 – Study Day – No Class in Session 05/00- Comprehensive On-campus Proctored EXAM #IV TBA COURSE REVIEW - Review ^a Chapters 4-16 |
| Wrap-up 05/06 Topic Description | Review ^a , Course Debrief |
| Readings: | Chapters 3-16 |
| Assignment (s): | COURSE REVIEW - Review ^a Chapters 4-16 Course Debrief 05/09 - GRADES DUE - GRADUATING STUDENTS 05/11 - SPRING 2024 COMMENCEMENT 05/14 - GRADES DUE FOR ALL STUDENTS |
| <i>#Tentative- Subject to change. Final activities, dates and location available on eCourse.</i> | |
| <i>^a Description of Review: Students to review on their own time, based on materials such as the text book, PowerPoint presentations, Lecture Notes, Current Research Handouts, Chapter Debrief, Quiz, Assignment, and any debrief on review testing/graded testing results.</i> | |

Student Support and Success

John B. Coleman Library

The John B. Coleman Library's mission is to enhance the scholarly pursuit of knowledge, to foster intellectual curiosity, and to promote life-long learning and research through our innovative services, resources, and cultural programs, which support the Prairie View A&M University's global mission of teaching, service, and research. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. [Library Website](#) Phone: 936-261-1500

Academic Advising Services

Academic Advising Services offers students various services that contribute to student success and lead toward graduation. We assist students with understanding university policies and procedures that affect academic progress. We support the early alert program to help students connect to success early in the semester. We help refer students to the appropriate academic support services when they are unsure of the best resource for their needs. Faculty advisors support some students in their respective colleges. Your faculty advisor can be identified in PantherTracks. Advisors within Academic Advising Services are available to all students. We are located across campus. Find your advisor's location by academic major on the [advising website](#). Phone: 936-261-5911

The University Tutoring Center

The University Tutoring Center (UTC) offers free tutoring and academic support to all registered PVAMU students. The mission of the UTC is to help provide a solid academic foundation that enables students to become confident, capable, independent learners. Competent and caring staff and peer tutors guide students in identifying, acquiring, and enhancing the knowledge, skills, and attitudes needed to reach their desired goals. Tutoring and academic support are offered face-to-face in the UTC and virtually in online sessions. Other support services available for students include Supplemental Instruction, Study Breaks, Academic Success Workshops, and Algebra Study Jam. Location: J. B. Coleman Library, Rm. 307; Phone: 936-261-1561; Email: pv tutoring@pvamu.edu; [University Tutoring Website](#)

Writing Center

The Writing Center provides well-trained peer tutors to assist students with writing assignments at any stage of the writing process. Tutors help students with various writing tasks from understanding assignments, brainstorming, drafting, revising, editing, researching, and integrating sources. Students have free access to Grammarly online writing assistance. Grammarly is an automated proofreading and plagiarism detection tool. Students must register for Grammarly by using their student email address. In addition, students have access to face-to-face and virtual tutoring services either asynchronously via email or synchronously via Zoom. Location: J. B. Coleman Library, Rm. 209; Phone: 936-261-3724; [Writing Center Website](#), [Grammarly Registration](#)

Panther Navigate

Panther Navigate is a proactive system of communication and collaboration between faculty, academic advisors, and students that is designed to support student success by promptly identifying issues and allowing for intervention. Panther Navigate helps students by providing a central location to schedule advising appointments, view campus resources, and request assistance. Students who recognize that they have a problem that negatively affects their academic performance or ability to continue school may self-refer an academic early alert. To do so, students will log in to Canvas and click on Student Alerts on the left sidebar within a course. Students also have the option to download the Navigate Student app. Phone: 936-261-5902; [Panther Navigate Website](#)

Student Counseling Services

The Student Counseling Services offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention, outreach, consultation, and referral services. The staff is licensed by the State of Texas and assists students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law. Location: Hobart Taylor, 2nd floor; Phone: 936-261-3564; [Health & Counseling Center Website](#)

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I, Last Name _____, First Name _____, have read, understood and agree to abide by the Syllabus for the Spring 2024 MRKT 3333Z01 CRN 25659 Consumer Behavior Online Course
Full Signature _____ Initials _____ Date _____

Office of Testing Services

The Office of Testing Services serves to facilitate and protect the administration of educational and professional exams to aid students, faculty, staff, and the community in their academic and career goals. We provide proctoring services for individuals who need to take exams for distance or correspondence courses for another institution, exams for independent study courses, or make-up exams. In order for a proctored exam to be administered by our office, the instructor of the course must first submit the online PVAMU Testing Services – Test Proctoring Form (this form can only be completed by the instructor) to the Office of Testing Services 72 hours prior to the first exam being administered. Once the Test Proctoring Form has been submitted, the instructor will inform their testers so they can then register for an appointment with our office on one of the selected proctored exam test dates within the testing window for the exam and pay the applicable fees. To access the OTS – Test Proctoring Form, to schedule a proctored exam appointment, or to find more information about our proctoring services, please visit the [OTS – Proctoring Service website](#). Location: Wilhelmina Delco, 3rd Floor, Rm. 305; Phone: 936-261-3627; Email: aetesting@pvamu.edu; [Testing Website](#)

Office of Diagnostic Testing and Disability Services

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 believe you have a disability requiring an accommodation, contact the Office of Disability Services. As a federally-mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodations. Other services include learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture, proctoring non-standardized test administrations, ASL interpreters, ALDs, digital recorders, Livescribe, and a comprehensive referral network across campus and the broader community. Location: Hobart Taylor, Rm. 1D128; Phone: 936-261-3583; [Disability Services Website](#)

Center for Instructional Innovation and Technology Services (CIITS)

Distance Learning, also referred to as Distance Education, is the employment of alternative instructional delivery methods to extend programs and services to persons unable to attend classes in the traditional manner. CIITS supports student learning through online, hybrid, web-assist, and 2-way video course delivery. For more details and contact information, visit [CIITS Student Website](#). Phone: 936-261-3283 or email: ciits@pvamu.edu.

Veteran Affairs

Veteran Services works with student veterans, current military, and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall, Rm. 102; Phone: 936-261-3563; [Veteran Affairs Website](#)

Office for Student Engagement

The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual, recreational, community service, leadership development, and campus governance. Location: Memorial Student Center, Rm. 221; Phone: 936-261-1340; [Student Engagement Website](#)

Center for Careers & Professional Development

This center supports students through professional development, career readiness, and placement and employment assistance. The center provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance Learning students are encouraged to visit the center website for information regarding services provided. Location: Anderson Hall, 2nd floor; Phone: 936-261-3570; [Center for Careers & Professional Development Website](#)

University Rules and Procedures

Academic Misconduct

Academic dishonesty is defined as any form of cheating or dishonesty that has the effect or intent of interfering with any academic exercise or fair evaluation of a student's performance. The college faculty can provide additional information, particularly related to a specific course, laboratory, or assignment.

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with the *University Administrative Guidelines on Academic Integrity*, which can be found on the [Academic Integrity webpage](#). Students who engage in academic misconduct are subject to university disciplinary procedures. As listed in the *University Administrative Guidelines on Academic Integrity*, the University Online Catalog, and the Student Code of Conduct, the following are examples of prohibited conduct. This list is not designed to be all-inclusive or exhaustive. In addition to academic sanctions, any student found to have committed academic misconduct that is also a violation of criminal law may also be subject to disciplinary review and action by the Office of Student Conduct (as outlined in the Student Code of Conduct).

Forms of Academic Dishonesty:

1. **Cheating:** Deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not learned, giving or receiving aid unauthorized by the instructor on assignments or examinations. Examples: unauthorized use of notes for a test; using a "cheat sheet" on a quiz or exam; any alteration made on a graded test or exam which is then resubmitted to the teacher;
2. **Plagiarism:** Careless or deliberate use of the work or the ideas of another; representation of another's work, words, ideas, or data as your own without permission or appropriate acknowledgment. Examples: copying another's paper or answers, failure to identify information or essays from the internet and submitting or representing it as your own; submitting an assignment which has been partially or wholly done by another and claiming it as yours; not properly acknowledging a source which has been summarized or paraphrased in your work; failure to acknowledge the use of another's words with quotation marks;
3. **Collusion:** When more than one student or person contributes to a piece of work that is submitted as the work of an individual;
4. **Conspiracy:** Agreeing with one or more persons to commit an act of academic/scholastic dishonesty; and
5. **Multiple Submission:** Submission of work from one course to satisfy a requirement in another course without explicit permission. Example: using a paper prepared and graded for credit in one course to fulfill a requirement and receive credit in a different course.

PVAMU's General Statement on the Use of Generative Artificial Intelligence Tools in the Classroom

Generative Artificial Intelligence (GAI), specifically foundational models that can create writing, computer code, and/or images using minimal human prompting, are increasingly becoming pervasive. Even though ChatGPT is one of the most well-known GAIs currently available, this statement includes any and all past, current, and future generations of GAI software. Prairie View A&M University expects that all work produced for a grade in any course, be it face-to-face or virtual, will be the sole product of a student's endeavors to meet those academic goals. However, should an instructor permit their students to use artificial intelligence as a resource or tool, students must not substitute the substance of their original work with the results of using such GAI tools. This clearly violates the [University's Administrative Guidelines on Academic Integrity](#) and its underlying academic values.

Nonacademic Misconduct

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the ability of other students to profit from the instructional program, or (3) campus behavior that

interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. The Office of Student Conduct will adjudicate such incidents under nonacademic procedures.

Sexual Misconduct

Sexual harassment of students and employees at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating the university's sexual harassment policy will be subject to disciplinary action. In accordance with the Texas A&M University System guidelines, your instructor is obligated to report to the Office of Title IX Compliance (titleixteam@pvamu.edu) any instance of sexual misconduct involving a student, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which the instructor becomes aware during this course through writing, discussion, or personal disclosure. The faculty and staff of PVAMU actively strive to provide a learning, working, and living environment that promotes respect that is free from sexual misconduct, discrimination, and all forms of violence. If students, faculty, or staff would like assistance or have questions, they may contact the Title IX Coordinator, Dr. Zakiya Brown, at 936-261-2144 or titleixteam@pvamu.edu. More information can be found at [Title XI Website](#), including confidential resources available on campus.

Protections and Accommodations for Pregnant and Parenting Students

The U.S. Department of Education's Office for Civil Rights (OCR) enforces, among other statutes, Title IX of the Education Amendments of 1972. Title IX protects people from discrimination based on sex, sexual orientation, and gender identity in education programs or activities that receive federal financial assistance. This protection includes those who may be pregnant and parenting. Title IX states: "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance." Students seeking accommodations related to pregnancy or parenting should contact the Office of Title IX for information, resources, and support at titleixteam@pvamu.edu. Additional information and/or support may be provided by the Office of Disability Services or the Office of the Dean of Students.

Non-Discrimination Statement

Prairie View A&M University does not discriminate on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or gender identity in its programs and activities. The University is committed to supporting students and complying with The Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of discrimination or harassment, we encourage you to report it. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Director of Equal Opportunity & Diversity has been designated to handle inquiries regarding the non-discrimination policies and can be reached at Harrington Science Building, Suite 109, or by phone at 936-261-1744 or 1792.

Class Attendance Policy (See the University Online Catalog for Full Attendance Policy)

Prairie View A&M University requires regular class attendance. Attending all classes supports the full academic development of each learner, whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or the Internet. Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in the assignment of a grade of "F." Absences are accumulated beginning with the first day of class during regular semesters and summer terms. Each faculty member will include the University's attendance policy in each course syllabus.

Makeup Work for Legitimate Absences

Prairie View A&M University recognizes that there are a variety of legitimate circumstances in which students will miss coursework and that accommodations for makeup work will be made. If a student's absence is **excused**, the instructor must either provide the student an opportunity to make up any quiz, exam, or other work contributing to the final grade or provide a satisfactory alternative by a date agreed upon by the student and instructor. Students are encouraged to work with instructors to complete makeup work before known scheduled absences (University-sponsored events, administrative proceedings, etc.). Students are responsible for planning their schedules to avoid excessive conflicts with course requirements.

Absence Verification Process

All non-athletic absences (e.g., Medical, Death/Funeral, Court/Legal-related, etc.) for which a student seeks to obtain a valid excuse must be submitted to the Dean of Students/Office of Student Conduct, with supporting documentation, for

review and verification. Please use the [Online Reporting Forms](#) to access/complete/submit the *Request for a University Excused Absence* form for an excuse. Upon receipt, a staff member will verify the documentation and provide an official university excuse, if applicable. The student is responsible for providing the official university excuse issued by the Office for Student Conduct to the professor(s). Questions should be directed to the Dean of Students via email: deanofstudents@pvamu.edu or phone: (936) 261-3550 or Office for Student Conduct via email: studentconduct@pvamu.edu or phone: (936) 261-3524.

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rest with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the University Online Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

Technical Considerations

Minimum Recommended Hardware and Software:

- Intel PC or laptop with Windows 10 or later version; Mac with OS Catalina
- Smartphone or iPad/tablet with wi-fi*
- High-speed internet access
- 8 GB memory
- Hard drive with 320 GB storage space
- 15" monitor, 1024 x 768, color
- Speakers (internal or external)
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, or Firefox

Note: Be sure to enable Java & pop-ups in the web browser preferences

* Some courses may require remote proctoring. At this time only Chromebooks, laptops, and desktops running Windows or Mac work with our proctoring solution, but iPads are not compatible. Most other applications will work with Android or Apple tablets and smartphones.

Participants should have a basic proficiency of the following computer skills:

- Sending and receiving email
- A working knowledge of the Internet
- Microsoft Word (or a program convertible to Word)
- Acrobat PDF Reader
- Windows or Mac OS
- Video conferencing software (Zoom)

Netiquette (online etiquette)

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussion boards. Foul or abusive language will not be tolerated. Do not use ALL CAPS for communicating to others AS IT CAN BE INTERPRETED AS YELLING. Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you." Limit and possibly avoid the use of emoticons. Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post, and the message might be taken seriously or sound offensive.

Video Conferencing Etiquette

When using Zoom, WebEx, or other video conferencing tools, confirm the visible area is tidy, clear of background clutter, inappropriate or offensive posters, and other distractions. Ensure you dress appropriately and avoid using high traffic or noisy areas. Stay muted when you are not speaking and avoid eating/drinking during the session. Before the class session begins, test audio, video, and lighting to alleviate technology issues.

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I, Last Name _____, First Name _____, have read, understood and agree to abide by the Syllabus for the Spring 2024 MRKT 3333Z01 CRN 25659 Consumer Behavior Online Course
Full Signature _____ Initials _____ Date _____

Technical Support

Students should go to [Password Reset Tool](#) if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Center for Instructional Innovation and Technology Services at 936-261-3283 or email ciits@pvamu.edu.

Communication Expectations and Standards

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.

Discussion Requirement

Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can occur in a seminar fashion. The use of the discussion board will accomplish this. The instructor will determine the exact use of discussion boards.

It is strongly suggested that students type their discussion postings in a word processing application such as Word and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, copy and paste to the discussion board.

COVID-19 Campus Safety Measures

In accordance with the latest guidelines from the PVAMU Health Services, the following measures are in effect until further notice.

- Students who are ill will be asked to adhere to best practices in public health, such as masking, handwashing, and social distancing, to help reduce the spread of illness across campus.
- Mandatory self-reporting will no longer be required by students. Students will be responsible for communicating with their professors regarding COVID, similarly to any other illness.
- There will be no mandatory isolation. Students who are too ill to engage in classroom activities will be responsible for securing the appropriate documentation to support the absence.
- Students who self-isolate will be responsible for communicating with their professors and securing an excuse from Student Conduct.
- All students will have access to [TimelyCare](#), a telehealth platform that provides virtual medical care 24/7 and by appointment in the Student Health Clinic. Students are encouraged to enroll with TimelyCare at the beginning of the semester, at timelycare.com/pvamu.
- Students will have access to COVID testing in the Student Health Clinic by appointment. Testing is for students who are symptomatic ONLY.

Absence Form

One Form is needed for each day of missed class

Instructions: Complete and submit this form in the Request for Excused Absence Drop Box within five school days of absence. Hard copies in Dr. Joonas' 3rd Floor Faculty mailbox.

I, _____, am a student, ID # _____, Semester Spring 2024, Course # MRKT 3333Z01 CRN 25659 Course Name Consumer Behavior.

A. I confirm that I was/will be absent from class on _____ (day), mm/dd/yyyy.

B. Due to this absence, I missed/ will miss the following class work: (Check and describe as applicable):

___ 1. Discussion Chapter # ___ Title _____ Date _____.

___ 2. eCourse Discussion Assignment Chapter # ___ Title _____ Due date _____.

___ 3. Exam # _____ Chapter # ___ maximum points _____.

___ **I am aware of the testing policy in the syllabus for any missed exam.**

D. I describe below the reason/s for my absence:

E. Support in the form of

_____ is/are being submitted as a scanned document/s in the drop box.

F. **This University Excuse has been verified by PVAMU Student Affairs Ms. Denise Simmons**

G. I will retain a copy of the documentation for any future need.

H. Ink signed and dated hard copy has been sent to the Professor by campus mail/other mail.

STUDENT SIGNATURE _____ **Date** _____

Students do not write below this line

I. SECTION FOR PROFESSOR:

___ **Request is accepted, absence is University excused.**

___ **Request is not accepted, absence not excused, for the following reason/s, which have been communicated to the student via the drop box:**

Professor Name _____ **Signature** _____ **Date** _____

Testing Policy and Instructions

In order to ensure an optimum testing environment for all students, the guidelines and procedures for testing must be followed. Your cooperation will be greatly appreciated.

Check on the eCourse: start time, end time, duration, points system specific instructions, other specific details.

See syllabus for general testing policy, as well as policy on academic honesty. Also, see the University Student Code of Conduct and Handbook.

1. Secure online written testing via Examity Proctor is offered during class time as decided by the professor.
2. For any make-up exam in the Proctor Testing Center lab, students need to schedule testing at least 3-5 days in advance. The on-demand option (payment of \$5) is NOT guaranteed.
3. Students should report for testing at least 15 minutes before scheduled testing. Students that fail to do so will not be given any additional time to finish the test.
4. If a student needs to use the restroom, or other facility, she/he needs to do so before start of testing. If a student leaves the test, she/he will not be allowed to resume testing. The student will receive no credit for any work submitted after leaving, if they return to the test by any means.
5. A student that enters any web site other than testing, or accesses course or any other resources, will get a grade of zero.
6. Testing will be password-protected. A proctor will enter the password.
7. Computer tests are timed. The student must submit the test by the end of the time period. A countdown timer is on the screen - students should periodically check to determine how much time is left.
8. Students must take the test at a table or desk clear of items mentioned in 6. Above. It is not allowed to take the test on a bed.
9. No student will be allowed to restart a test unless it can be validated that the premature termination was due to technology and/or network problems. In such a case, the student will need to repeat the identification process.
10. For an exam in any lab, students must place any food, drink, book, book bag, purse, wallet, calculator, cellular phone, headset, Bluetooth, dual monitor, or any other electronic device, pencil, pen, scratch paper, computer case, and any other personal property elsewhere prior to entering the testing room.
11. No student, whether female or male, is allowed to wear a coat, jacket, cap, hat, blanket, or heavy jewelry during the test. Please leave these items elsewhere.
12. Students must not have any conversations with others outside the testing room.
13. The student's face must be clearly seen within the camera frame throughout testing. Also, it must be clear from the position of the student's shoulders and arms, that their hand is on the keyboard/mouse throughout the test. Otherwise, this will be interpreted as academic dishonesty.
14. Any test not submitted by end of testing time will get a grade of zero.
15. It is a violation of University regulations to give login information to any person.
16. Once a student completes testing, they should log out of the eCourse, and leave the class/lab.

GOOD LUCK WITH TESTING!!!

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I, Last Name _____, First Name _____, have read, understood and agree to abide by the Syllabus for the Spring 2024 MRKT 3333Z01 CRN 25659 Consumer Behavior Online Course
Full Signature _____ Initials _____ Date _____

**Guidelines and Expectations for Classroom Behavior
(Approved by COB Faculty on August 17, 2004, 2006)**

"As a student in the Prairie View A&M University College of Business, I pledge to be always truthful, ethical and professional in my behavior." (COB Student Code of Conduct – May, 2005)

The College of Business is committed to ensuring an optimal learning environment in each classroom. As a student in a College of Business class, your professors expect that you will adhere to the following guidelines for classroom etiquette:

1. Be punctual. Arrive before your classes begin - do not be tardy.
2. Stay for the duration of the class - do not leave the class unless prior permission has been granted.
3. Turn off your cell phone, personal data assistant (Palm Pilots), pager and other electronic devices that may be distractions to others – no phone calls or text messaging are allowed while the class is in progress.
4. Do not disturb or distract the class - avoid unnecessary discussions unless permitted by the professor.
5. Come to class with a positive attitude for learning – be prepared for the class and stay focused on the class lecture.
6. Do not engage in inappropriate physical gestures or body language; do not use expletives or profanity in the classroom or the hallways.
7. Do not bring in food and/or eat or drink in the classrooms or computer labs. Food and beverages are not allowed in this room.
8. Always be ethical in your conduct – do not misrepresent facts, or cheat or help others in cheating during testing, quizzes or homework.
9. Be respectful of the professor and fellow students.
10. Try your best not to miss any class; notify the professor in advance if you must miss a class due to illness, travel, or other unavoidable circumstances; the University catalog requires professor to monitor attendance and penalize poor attendance.
11. Always be civil in your behavior - if there is a difference of opinion with the professor or another student, be polite during the exchange.
12. Always dress in appropriate attire; dress in business attire when making presentations in class, attending a COB program with outside guests, or as required by the faculty.
13. Exhibit good manners – if your behavior is perceived as rude, disrespectful or disruptive, apologize.
14. Understand that violations of the above may result in reduced grade or expulsion from the class or the program.

I pledge to abide by these guidelines for classroom behavior.

Student: PRINT NAME

SIGN NAME

Course Name

Course number & section

Date

Get2KnowMe

The purpose of this section is to get to know the student. Also, if you complete these details, it will enable the professor to reach out with help as needed.

LAST NAME FIRST NAME PREFERRED NAME

E-MAIL CELL PHONE WORK PHONE

DATE

(Continue to next page)

1. Have you completed and passed the following courses with a minimum* required grade?

| | Yes | No | Reason |
|---|-----|----|--------|
| MRKT 3333 Consumer Behavior (minimum letter grade "C") | | | |
| MRKT 3103 Principles of Marketing (minimum letter grade "C") | | | |
| PSYC 1113 General Psychology (minimum letter grade "C") | | | |

2. How many credit hours are you taking this semester? _____ hours

- a. Class number and name _____
- b. Class number and name _____
- c. Class number and name _____
- d. Class number and name _____
- e. Class number and name _____
- f. Class number and name _____

1. How many hours, if any, do you work per week? _____

2. Expected graduation date _____

3. List co-curricular activities (sports, membership of organizations, community service...)

4. Your academic advisor:

- a. Name _____
- b. Phone _____
- c. E-mail _____

5. What are your academic goals for the next one year?

8. What are your academic goals for the next three years?

9. What are your professional goals for the next three years?

10. What are your personal goals for the next three years?

11. Think of the best class you ever had (here or elsewhere). What made it such a good class?

NO PROFESSOR NAMES, NO COURSE NAMES, NO SUBJECT NAMES!!!!

12. Think of the worst class you ever had (here or elsewhere). What made it such a poor class?

NO PROFESSOR NAMES, NO COURSE NAMES, NO SUBJECT NAMES!!!!

