

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

MRKT 640

CONSUMER BEHAVIOR

COURSE DESCRIPTION

Students will gain a strong foundation for critical thinking in the area of consumer decision making. A focus will be on the concepts and theories that are used to evaluate and predict consumer behavior, in addition to forecasting and analyzing the demand for products and services.

RATIONALE

Marketing strategies are best formulated when grounded in an understanding of the needs and wants of the firm's stakeholders, specifically the consumer. Modern day firms face unique challenges as consumer preference, taste, and other forces that drive consumer behavior rapidly evolve. Each element of the firm's marketing plan benefits from understanding the consumer decision process. Understanding both current and potential consumer needs, wants, and desires enables the firm to more efficiently operate in the present, predict future buying decisions, and thus plan strategically.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Integrate biblical principles within the context of consumer behavior.
- B. Evaluate consumer behavior theoretical models.
- C. Evaluate consumer behavior in the marketplace based on predictive theoretical models.

- D. Analyze the demand for products and services.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations

- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (8)

Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. Each thread must be at least 600 words and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be at least 450 words. Each thread and reply must include a biblical integration and a minimum of 2 peer-reviewed source citations in current APA format. The course textbook may also be used.

- D. Research Project

Annotated Bibliography

The student will be placed into a group for the Research Project. The student, in his/her group, must research 15 scholarly articles from peer-reviewed journals to establish research for the final submission of the Research Project. The student will use a provided template to annotate each source. Proper APA formatting must be present. One member of the student's group will submit the final version of the Annotated Bibliography. The student is required to read all instructor feedback and implement it on future assignments.

- E. Outline

The student must work with his/her group members to complete a full sentence outline in preparation for the final submission of the Research Project. The outline will include a thesis statement, the research question(s)/issues being answered/addressed, how much space will be allotted to each section of the paper, and a preliminary reference list of at least 15 sources. One member of the student's group will submit the final version of the Outline. The student is required to read all instructor feedback and implement it on future assignments.

F. Draft

The student will work collaboratively with his/her group on a 10–15-page, current APA-formatted paper, complying with the formatting and content instructions. The topic of the paper will be selected individually by the group from a list of five theoretical approaches to the study of consumer behavior early on in the course. The student must contribute weekly to the group's discussion in the Group Discussion Board Forum about this paper and each group of students will be responsible for constructing and reviewing the draft document. One member of the group will submit the draft version of this assignment.

G. Final Document

The student will work collaboratively with his/her group on a 10–15-page, current APA-formatted paper, complying with the formatting and content instructions. Each student must contribute weekly to the group's discussion in the Group Discussion Board Forum about this paper and each group of students will be responsible for constructing and reviewing the final document. One member of the group will submit the final version of this assignment.

H. Quizzes (8)

The student will complete 8 quizzes covering the Reading & Study material from the assigned module/week. Each quiz will be open-book/open-notes, contain 30 multiple-choice questions, and have a 45-minute time limit.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (8 at 60 pts ea)	480
Quizzes (8 at 15 pts ea)	120
Research Project & Peer Evaluations	
Annotated Bibliography	90
Outline	90
Draft	100
Final Document	120
Total	1010

B. Scale: A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859 C+ = 820–839 C = 780–819 C- = 760–779 F = 0–759 C.

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

MRKT 640

Textbook: Hawkins & Mothersbaugh, *Consumer Behavior* (2016).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Hawkins & Mothersbaugh: ch. 1 1 presentation	Course Requirements Checklist	10
		Class Introductions	0
		DB Forum 1	50
		Quiz 1	15
2	Hawkins & Mothersbaugh: chs. 2–4 1 presentation	DB Forum 2	50
		Quiz 2	15
3	Hawkins & Mothersbaugh: chs. 5–7 1 presentation	DB Forum 3	50
		Research Project: Annotated Bibliography	90
		Peer Evaluation	25
		Quiz 3	15
4	Hawkins & Mothersbaugh: chs. 8–12 1 presentation	DB Forum 4	50
		Research Project: Outline	90
		Peer Evaluation	25
		Quiz 4	15
5	Hawkins & Mothersbaugh: chs. 13–15 1 presentation	DB Forum 5	50
		Research Project: Draft	100
		Peer Evaluation	25
		Quiz 5	15
6	Hawkins & Mothersbaugh: chs. 16–18 1 presentation	DB Forum 6	50
		Quiz 6	15
7	Hawkins & Mothersbaugh: chs. 19 1 presentation	DB Forum 7	50
		Research Project: Final Document	100
		Peer Evaluation	25
		Quiz 7	15
8	Hawkins & Mothersbaugh: ch. 20 1 presentation	DB Forum 8	50
		Quiz 8	15
TOTAL			1010

DB = Discussion Board

NOTE: Module/Week one begins on **Monday** and ends at 11:59 p.m. (ET) on **Friday**.

Modules/Weeks 2-8 begin on **Saturday** and end at 11:59 p.m. (ET) on **Friday**.