

**PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS**

**CONSUMERS IN THE MARKETPLACE
RCS 2212**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Revised: Fall 2013

NOTE: This course is designed for transfer credit.(UTK's RCS 341)

Catalog Course Description:

Understanding of behavior of individuals and family, demographics, family life cycle, cultural and ethnic influences, and consumer decision making. An emphasis is placed on influences of the consumer decision-making process.

Entry Level Standards:

The student is expected to be able to read and write at the college level and to utilize basic research techniques.

Prerequisites:

None

Textbook(s) and Other Course Materials:

Consumer Behavior, 2nd Edition, by Martin Evans, Gordon Foxall, and Ahmad Jamal, John Wiley and Sons Publishing, New York, December 2009.

Instructor-Assigned readings of case studies and journal articles.

I. Week/Unit/Topic Basis:

Week	Topic
1	Introduction Consumer Motives and Values
2	Consumer Response to Marketing Actions, Unit 1 Consumer Response to Marketing Actions, Unit 2
3	Consumer Response to Marketing Actions, Unit 3
4	TEST #1 Consumer Demographics
5	Consumer Psychographics
6	Social Group, Tribal and Household Buying Influences
7	TEST #2 Culture and Subculture

8	Consumers and New Product Buying
9	Repeat, Loyal, and Relational Buying
10	TEST #3 Organizational Buying Behavior
11	Consumer Decision-Making Process, Unit 1
12	Consumer Decision-Making Process, Unit 2
13	Consumer Decision-Making Process, Unit 3
14	Retailing Trends and Influences on Consumer Decisions TEST #4 Final Exam Review
15	FINAL EXAM

The above schedule is subject to change. Verbal changes to the schedule will be given in class, and you are responsible for attending each class or for receiving important information from a classmate. You may be notified of schedule changes by e-mail, so check it regularly.

II. Course Goals*:

The course will

- A. Allow students to develop a personal philosophy and understanding of consumer behavior. (I, IV, V)
- B. Demonstrate a comprehensive overview of consumer response to marketing actions. (I, IV)
- C. Reinforce the use of appropriate terminology related to consumer behavior. (I, II, IV, V)
- D. Illustrate the importance of the consumer decision-making process.(I, IV)
- E. Provide a working knowledge of consumer demographics and psychographics. (I, IV)
- F. Identify cultural contributions to consumer demographics and purchase decisions. (I, IV)

*Roman numerals after course objectives reference goals of the Retail and Consumer Science program.

III. Expected Student Learning Outcomes*:

Students will be able to:

- 1. Identify and understand the significance of consumer behavior and the responsibilities of the retailing environments in influencing the decision-making process. (A, B, D, E, F)
- 2. Demonstrate a basic knowledge of consumer behavior. (A, B, C, D, E, F)
- 3. Apply and employ the elements and principles of consumer behavior, demographics, psychographics, and decision-making. (A, B, D, E, F)
- 4. Analyze and respond to the psychological implications of consumer behavior. (B, D, E, F)
- 5. Recognize consumer behavior and understand the influences it has on the retail

environment. (B, D, E, F)

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures: 95% of grade

Announced Tests: 70% of grade

Tests covering material from the textbook as well as information from lecture will account for 70% of your grade. Tentative dates for the tests are provided on the schedule.

Quizzes: 10% of grade

In-class quizzes will be given and will cover various aspects of the lectures to date. These quizzes will require the student to be present in class and cannot be made up.

Final Exam: 15% of grade

A comprehensive final exam covering all information of the semester will be given during the final exam period.

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods:

Class Participation: 5% of grade

This portion of the course grade is based on the student's overall involvement while in the classroom and will include participation in class discussions and activities, completing assignments on time and in a professional manner, working diligently, exhibiting a respectful, professional attitude to fellow classmates and the instructor, and a general contribution to the overall development of a positive, supportive learning environment.

E. Grading Scale:

Grading Scale:

A = 90-100

B+ = 87-89

B = 80-86

C+ = 77-79

C = 70-76

D = 60-69

F = Below 60

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of

Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by sending email to disabilityservices@pstcc.edu, or visiting Goins 127, 132, 134, 135, 131. More information is available at <http://www.pstcc.edu/sswd/>.

D. Other Policies:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at www.pstcc.edu/departments/swd/.