This syllabus is a general outline, and it provides policies and study guidelines for the course noted above. From time to time during the semester deviations may be necessary.
III. **Special Provisions**
Students with disabilities who require reasonable accommodations need to register with Disability Services. You can contact them at 770-961-3719 or disabilityservices@mail.clayton.edu. If you do qualify for services, please bring your letter of accommodations to me as soon as possible. [Please make an appointment with me to discuss your specific needs and review course requirements, if needed].

Alternative Format/Disability Services: To obtain this document in an alternative and request accommodations, please contact the Disability Service Coordinator, 770-961-3719, Student Center 214, disabilityservices@mail.clayton.edu

IV. **Prerequisites**
You are expected to have successfully completed the prerequisite courses outlined in the catalog. In class discussions it will be assumed that you will have a working knowledge of the material from these courses.

V. **Academic Integrity and Student Policies**
Academic integrity is of paramount importance at Clayton State University. Students are expected to abide by the Student Code of Conduct as outlined in the University’s official Student Handbook. Students should also be familiar with the University’s Classroom Policies and with the University’s Academic Integrity Policy. Plagiarism will not be tolerated. Both sets of policies are posted in GaView. Students must abide by policies in the University Student Handbook. I expect students to be honest and to submit for credit only the products of their own efforts. Students should be familiar with the university’s policy on issues such as plagiarism, unauthorized collaboration, falsification, and multiple submissions. Students are expected to abide by all policies in the University Catalog, Student Handbook, and the list of Basic Student Responsibilities posted on the Registrar’s website. [http://adminservices.clayton.edu/registrar/](http://adminservices.clayton.edu/registrar/)

VI. **Grading Procedure**
Exams and activities will be graded according to the following points for the calculation of the course grade:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>200</td>
</tr>
<tr>
<td>Exam 2</td>
<td>200</td>
</tr>
<tr>
<td>Final Exam</td>
<td>200</td>
</tr>
<tr>
<td>Online Quizzes</td>
<td>100</td>
</tr>
<tr>
<td>Case Write-ups</td>
<td>40</td>
</tr>
<tr>
<td>Group Case Presentation</td>
<td>50</td>
</tr>
<tr>
<td>In-class Assignments</td>
<td>28</td>
</tr>
<tr>
<td>Practice Quiz</td>
<td>2</td>
</tr>
<tr>
<td>Syllabus &amp; Note card Assignment</td>
<td>5</td>
</tr>
</tbody>
</table>

**Total** 825 points
Total Points | Course Grade
---|---
742 - 825 | A
660 - 741 | B
577 - 659 | C
495 – 576 | D
494 – 0 | F

VII. Exams

Exams will cover class slides, class discussions, material from the textbook, cases, and online material from both GaView and textbook’s website. Exam grades will be out of 100 points. Each exam counts twice for a total of two hundred points per exam.

For makeup exams, I will offer one cumulative test at the end of the semester for those students who have missed an exam during the semester for any reason. Your grade on this test will take the place of any missing element in your exam grade points other than the final exam. The makeup exam date and time will be posted on the tentative schedule and on the GaView calendar. The cumulative makeup test will be given ONLY on that date and at that time. There is no makeup for the final exam or for the cumulative makeup exam. Students that miss the final exam or the cumulative makeup exam for any reason will receive a zero for that exam. The only excused absence from a test is participation in an officially sanctioned University activity or military service. Employment conflicts are not excused absences. All test dates are posted on the class schedule and it is your responsibility to be present for every exam.

Several other important points to keep in mind about exams:

1. Bring a #2 pencil with an eraser and a scantron to each exam.

2. Each exam will consist of multiple choice questions and discussion questions.

3. **Be on time for every exam. Students who are more than 10 minutes late will lose 2 points for each minute that they are late.** (Example: A student that walks in 20 minutes late will lose twenty points (10min after 10 minute grace period X 2) off their exam grade. Students that come in late will NOT be allowed to take the exam after the first student turns in the exam. Also, you will not be allowed any extra time if you are late.

4. Students must take the exam at the scheduled day and time on the schedule. Students can not take exams early or late.
5. Exam grades will be posted on GaView. Questions concerning your grade or any comments regarding the test should be brought to me individually in my office.

6. Academic dishonesty in all forms is prohibited. Cheating and or plagiarism may result in an F for the course.

7. You must turn OFF all sound emitting devices (e.g. cell phones and pagers). Failure to do so may result in a reduction of five points toward your test grade.

8. You may not use your book or notes during the exam.

9. If I cancel class or the University cancels class, the exam will be during the next class listed on the syllabus.

10. You will have 50 minutes to complete each exam including the final exam and the makeup exam. The final exam is a regular exam that is given during the last week of class.

11. Exam, scantron, and discussion sheet must be turned in for each exam or the student will receive a zero for the exam.

12. Students that miss the final exam (for any reason) will automatically receive a zero. If a student is late to the final exam and a student has already turned in the final exam, the late student will not be allowed to take the final exam and will receive a zero for the final exam.

VIII. Quizzes on GaView
Students are required to complete 10 of the 12 quizzes on GaView. There are ten questions on each quiz and each question counts one point. Students will have 30 minutes to complete each quiz. Students should complete a quiz for each chapter. The highest 10 quiz grades will be counted. No extra credit points will be given if students complete all twelve quizzes. **Quizzes will be due on selected Wednesdays at 1:00pm.** There is one practice quiz that is worth 2 points.

See GaView calendar and tentative schedule for dates of quizzes. Late quizzes will not be accepted. All quizzes will be available the first day of class and all quizzes may be completed as soon as they are posted on GaView.

Students who disagree with a quiz question, must send an email in GaView with a copy of the quiz question and a paragraph explaining why the question is not correct (e.g. page numbers and definition from textbook).
IX. In-class Assignments, Note card Assignment, & Syllabus Assignment

Every-day attendance and participation in class discussions and activities are strongly recommended. Being late to class and/or departures during the class will lower your in-class assignment grade. Your overall in class assignment grade will be determined by the number of in-class assignments that you complete and turn in.

- There will be 8 in-class assignments.
- You will only need to complete 7 of the 8 in-class assignments. Extra credit will be given if you complete more than 7 in-class assignments.
- Each in-class assignment is worth 4 points.
- Picture Note card assignment is worth 1 point. See tentative class schedule for due date. See GaView for assignment.
- Syllabus assignment is worth 4 points. See tentative class schedule for due date. See GaView for assignment.

X. Cases

Individual Case Assignments

Students will be required to turn in answers for four of the five cases. This is an individual assignment and not a group assignment. Individual case assignments will be posted on GaView. Each case assignment is worth 10 points for a total of forty points. Students must answer the discussion questions for each case. The assignment must be typed. Handwritten assignments will not be accepted. Grammar and spelling errors will lower your grade. Students may answer the questions by writing paragraphs or by bulleted lists. The format for each assignment is 1.5 -2 pages single spaced with one inch margins and size 12 Times New Roman font. Extra credit will NOT be given if you complete more than 4 of the 5 individual case assignments. The highest four individual case grades will be used for calculating grades.

The cases must be purchased at the Harvard Business School website. All cases can be purchased and downloaded online. See GaView for links to cases and HBS website.

Group Case Presentations

During the first week or two of class, students will form groups of 4 to 5. Groups will be required to present and discuss on one consumer behavior marketing case. The group case presentation will be worth fifty points. Once a group signs up for a case and a date, they cannot change cases or dates. Group Cases will be selected on the second or third day of class. Be sure to hand in your PowerPoint slides before your group presents. Additional information and presentation requirements will be posted on GaView.

Every group member must present for the group case presentation. Students who do not present will automatically lose twenty points off their group presentation grade for the case presentation.
Students will evaluate their group members’ participation. Points for the group case will be assigned based on these peer evaluations. Additional details are provided on GaView.

XI. ITP Choice Policy & Computer Competencies Required
Each CCSU student is required to have ready access throughout the semester to a notebook computer that meets faculty-approved hardware and software requirements for the student’s academic program. See http://itpchoice.clayton.edu for full details of this policy.

This course requires basic knowledge of computers. GaView, email, online videos, and electronic quizzes will be used extensively.

XII. Classroom Etiquette
1. Sound-emitting personal items/devices are NOT allowed. You are expected to turn off/mute all items that emit sounds and noises that may interrupt the class (e.g. cellular phones, pagers, watch alarms etc.). You are not allowed to answer phone calls during class. Have your family alert campus security (770-960-5151) in the event of an emergency. Students whose cell phones go off during class may lose points.
2. Be on time to class.
3. Computers and cell phones need to be off and closed unless they are being used in a classroom assignment.
4. Be respectful of me and your fellow classmates. Disrespectful and disruptive students will be asked to leave the class and will lose 10 points for that day. Students who sleep through class will not receive any class participation points and they will be asked to leave the class.
5. Please avoid walking across the classroom during the lecture, as this will disturb the professor and other students.

XIV. Other Information
- All assignments are due by the time class starts on the due date. Students must turn in a hard copy of the assignment. Late assignments will NOT be accepted. All assignments must be typed (one inch margins, size 12 Times New Roman font) or they will NOT be accepted.
- Please feel free to seek individual assistance from the professor.
- Be sure to check the School of Business Web site for academic and career advisement. http://business.clayton.edu/advisement/default.htm

XV. Email and GaView
You are required to regularly check GaView and your campus email. Per the Registrar’s Office, you must use your Clayton email account when communicating with me via email. Emails that I perceive as disrespectful will NOT be answered.

XVI. Extra Credit
1. College of Business and Career Services Activities
Students may earn FOUR extra credit points for attending each of the following school meetings. Each

- **College of Business Speaker Series**
- **Career Services Events**
- **Marketing Club Events**

Students must turn in a hard copy typed paragraph about what occurred at the event and what they learned from the event.

For the School of Business events, you must electronically sign in with your Laker card. For the Career Services Events you must attach the card from the event. Credit will not be given without a card from those events.

Students must attend the entire event.

**Students can only receive a maximum of twelve extra credit points for attending events.**

- All typed paragraphs about events must be turned in before the final exam starts. Paragraphs will NOT be accepted after the final exam starts – **NO EXCEPTIONS.**

2. **Participating in a Survey about Frontline Service Employees (Pending Approval from CSU Institutional Review Board)**

- Students may earn extra credit by participating in a survey about frontline service employees. The survey is worth 5 points. **Details will be provided at a later date.**

XVI. **Additional Information**

- **Grades** – All grades will be posted on GaView. You have 3 weeks from the submission date of any grade to inform me of any discrepancies. It is the student's responsibility to check his/her grades on GaView. You will also need to check your grades before finals week begins. No changes will be made after finals week begins. Students who disagree with any grade (e.g. exam, a project, a paper, a final grade) must provide a one page double spaced typed paper explaining why their grade is not correct. Students must present reasons (e.g. material from textbook and/or grade calculation) and not feelings about why their grade is not correct. This must be turned in 24 hours before scheduling a meeting with me.

- Be sure to turn in your own work. Your work should not resemble any one else's work. If your work looks similar or has very similar wording/content to one of your classmates, both of you will automatically receive a zero for the assignment.

- All assignments are due by the time class starts on the due date. Late assignments will NOT be accepted.

- **Children** – Children will NOT be allowed in class, at the exams, at the presentations, outside the classroom, or in the hallways.

- Lectures and class discussions may NOT be recorded (no video taping or audio recording).
### The CSU policy concerning children in classes and on-campus:

- Children are not permitted in classrooms.
- Faculty will not allow children to be present in their classrooms. If a student brings children to class, the student and children must be told to leave the classroom.
- Unattended children will not be permitted on-campus (in hallways, the gym, the library, outside of buildings, etc.).
- Public Safety (770 961-3540) will be notified if unattended children are observed on campus. If faculty or staff observe unattended children on-campus, they are responsible for informing Public Safety. The campus police will take any unattended children to the classroom of the parent, and will get the parent out of class. The parent will not be permitted to bring such children into the classroom.
- Parents are referred to Campus Life (UC Room 258, 770 961-3510) for information concerning childcare facilities off-campus.

### XVII. Tentative Class Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
</table>
| Wed Jan 9  | Orientation /GaView/ Student Introductions  
Chapter 1 – What is CB and Why Should I Care?  
**GaView Practice Quiz** - Due Wed Jan 16 at 1pm |
| Wed Jan 16 | Chapter 1 - What is CB and Why Should I Care?  
Chapter 2 – Value and the Consumer Behavior Framework  
**Syllabus Assignment** Due Before Class Starts  
**Picture Note Card** Due Before Class Starts  
**GaView Quiz Chapter 1** - Due Wed Jan 23 at 1pm |
| Wed Jan 23 | Chapter 2 – Value and the Consumer Behavior Framework  
Chapter 3 - Consumer Learning Starts Here: Perception  
**GaView Quiz Chapter 2** – Due Wed Jan 30 at 1pm |
| Wed Jan 30 | Chapter 4 – Comprehension, Memory, and Cognitive Learning  
Apple Group Case Presentation  
**Apple Individual Case Assignment** Due Before Class Starts  
**GaView Quiz Chapter 3 & 4** – Due Wed Feb 6 at 1pm |
| Wed Feb 6  | Exam 1 (Chapters 1, 2, 3, 4)  
**Extra Credit Activity Write-ups** Due |
| Wed Feb 13 | Chapter 5 – Motivation and Emotion: Driving Consumer Behavior  
Chapter 6 – Personality, Lifestyles, and the Self-Concept  
**GaView Quiz Chapter 5** – Due Wed Feb 20 at 1pm |
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity and Assignments</th>
</tr>
</thead>
</table>
| Wed Feb 20 | Chapter 6 – Personality, Lifestyles, and the Self-Concept  
Chapter 7 - Attitudes and Attitude Change  
**GaView Quiz Chapter 6 – Due Wed Feb 27 at 1pm** |
| Wed Feb 27 | Chapter 8 – Consumer Culture  
Great Dakota Bank Group Case  
**Great Dakota Bank Case Assignment Due Before Class Starts**  
**GaView Quiz Chapter 7 – Due Wed Mar 13 at 1pm** |
| Wed Mar 6  | No Class – Spring Holidays |
| Wed Mar 13 | Chapter 8 – Consumer Culture  
Tivo Group Case Presentation  
**Tivo Individual Case Assignment Due Before Class Starts**  
**GaView Quiz Chapter 8 – Due Wed Mar 20 at 1pm** |
| Wed Mar 20 | No Class – Study for Exam 2 |
| Wed Mar 27 | Exam 2 (Chapters 5,6,7,8,)  
**Extra Credit Activity Write-ups Due** |
| Wed Apr 3  | Chapter 10 – Group and Interpersonal Influence  
Chapter 11 – Consumers in Situations  
**GaView Quiz Chapter 10 – Due Wed Apr 10 at 1pm** |
| Wed Apr 10 | Chapter 11 – Consumers in Situations  
Chapter 12 – Decision Making I: Need Recognition and Search  
UnMe Jeans Group Case Presentation  
**UnMe Jeans Individual Case Assignment Due Before Class Starts**  
**GaView Quiz Chapters 11 & 12 – Due Wed Apr 17 at 1pm** |
| Wed Apr 17 | Chapter 13 – Decision Making II: Alternative Evaluation and Choice  
Metabical Group Case Presentation  
**Metabical Individual Case Assignment Due Before Class Starts**  
**GaView Quiz Chapter 13 – Due Wed Apr 24 at 1pm** |
| Wed Apr 24 | Final Exam (Chapters 10, 11, 12, 13)  
**Extra Credit Write-ups Due Before Final Exam Starts**  
**Cumulative Makeup Exam at 7pm in My Office** |