Instructor: James D. Smith (JamesSmith@mail.clayton.edu)

This class is completely online. In addition to this syllabus, please refer to the class schedule for the dates of specific assignments and activities. After viewing the orientation, you will be required to complete an online syllabus quiz.

Text: CB by Babin/Harris.
CRN: 54192

Academic Integrity (Dishonesty): 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. Any type of activity that is considered dishonest by reasonable standards may constitute academic misconduct. The most common forms of academic dishonesty are cheating and plagiarism. All instances of academic dishonesty will result in grade of zero (0) for the work involved. All instances of academic dishonesty will be reported to the Office of Student Life/Judicial Affairs. You may ask why this is important for an online class. First, the rules of the University still apply. Secondly, and maybe more importantly, dishonesty (and shortcuts) actually retard your learning and prohibit you from experiencing the full journey of the learning (and the course) process. Judicial procedures are described at:

http://adminservices.clayton.edu/judicial/.

Student Policies: Students are expected to abide by all policies in the Clayton State University Student Handbook and the list of Basic Undergraduate Student Responsibilities posted on the Registrar’s Website:

http://adminservices.clayton.edu/registrar/.

The most current version of the Student Code of Conduct may be found:

http://adminservices.clayton.edu/studentconduct/.

Missed Work Policy: Without a valid excuse (a written excuse from a doctor or other competent authority, such as a lawyer must be emailed to the professor), a grade of zero (0) will be assigned to missed work, assignments, or assessments. If a valid excuse is provided and accepted (and time permits [because this is a ten (10) week summer session, time is of the essence and may not always permit make-ups — therefore it is important that students complete all work on time]):

1. Make-ups may be offered. The make-ups may contain questions or activities different from those of the original assignment or assessment. If students miss the assigned submittal time for the make-up, a grade of zero will be given and no additional opportunity will be allowed or offered.

2. Make-ups will be allowed or offered within one (1) week [seven calendar days] of the missed assignment. Students must complete the make-up assignment or assessment within three (3) days of the posting of the make-up assignment or assessment. After the one week period, no make-ups will be allowed or offered.
**Special Accommodations:** Individuals with disabilities, who need to request accommodations or obtain this document in an alternative format, please contact the Disability Services Coordinator, Student Center 255 (678.466.5445)


**Computer Requirement:** Each Clayton State University 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. Students will sign a statement attesting to such access. For further information on CSU’s Official Notebook Computer Policy, please go to:

[http://itpchoice.clayton.edu/policy.htm](http://itpchoice.clayton.edu/policy.htm).

**Computer Skill Prerequisites:**
- Able to use the Windows™ Operating System
- Able to use Microsoft Word™ word processing
- Able to send and receive email using Outlook™ or Outlook Express™
- Able to attach and retrieve attached files via email
- Able to use a web browser
- If you have trouble with any of these, please visit the HUB immediately (and prior to the start of class)

**Other information:**
- Please feel free to seek individual assistance from the instructor. While this is an online class and there are no campus office hours, you are encouraged to email the instructor for specific concerns and assistance. Please use the class GA View website email.
- Check the School of Business website for academic and career advisement:

**OUR MISSION**

The Mission of the School of Business is to:

- Prepare a diverse student body for business and professional careers by providing a quality education
- Provide a student-centered environment, using technology to enhance student learning
- Support faculty in applied and instructional research and services to the profession
- Serve primarily the metropolitan Atlanta area

**Course Description:** MKTG 3302 is an analysis of psychological, social, and economic influences which effect attitude formation and decision making processes of consumers. An overview of the research methods used in determining characteristics of buyers is included. Students are strongly recommended to take PSYC 1101 prior to enrolling in MKTG 3302.

**Prerequisites:** MKTG 3101

**Course objectives (learning outcomes):**
1. To develop a framework for analyzing and understanding the consumer buying decision process.
2. To recognize and appreciate how psychological factors, social factors, physical surroundings, and technological factors may affect consumer buying decision process.
3. To understand how consumer behavior can be affected by various marketing strategies.
4. To learn how behavioral evidence can be used to evaluate alternative marketing strategies.
5. To become familiar with behavioral theories and how they affect marketing strategies.

**Course Procedures:**
1. The objectives will be accomplished through study of the text chapters, assigned readings, weekly assignments and/or assessments, including weekly discussion postings.
2. Student’s participation will be measured. One of the participation measurements will be based on meaningful logging into the class. Each student is required to log into the class a minimum of three (3) times per calendar week.
3. Students will complete an individual weekly assignment.
4. All students will be assigned to a discussion group to participate in the graded weekly discussion postings.
5. All assignments are to be typed and submitted via the assignment drop box. Student’s name and the assignment title must appear on all assignments submitted.

**Course Schedule:** The course schedule provides a general checklist of class topics and assignments by session. This outline is for general guidance and the instructor reserves the right to make periodic changes to content, requirements, and the schedule to accommodate the needs of the class to fulfill the goals of the course.

**Examination and Grading:** Test, examinations, or assessments may be multiple choice, short answers, essays, true/false, or any combination of these.

**Grading:**
- 900 – 1000 points   A
- 800 – 899 points   B
- 700 – 799 points   C
- 600 – 699 points   D
- 000 – 599 points   F

**Grade Distribution:**
- Syllabus quiz 1@25 points  25 Points
- Weekly Assignments  10@60 points  600 Points
- Weekly Discussion 10@30 points  300 Points
- Class Participation 75 Points Max

1,000 Points Total

- (3 points are deducted for logging occurrence less than three (3) times per week) [For example, if in Week 2 a student logs in once; 6 points are deducted from the 75 points, thus the maximum that could then be received for class participation is 69 points]