

Bethel University

College of Professional Studies

Course Code and Name

OL 4300 Consumers and Marketing (3 hours)

Instructor Information

Review “Profiles” section of Virtual Campus for Facilitator contact information and virtual office hours.

Textbook(s)

Solemn, M. (2016). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson.

Course Description

This course focuses on the examination and application of consumer behavior principles to the development and implementation of marketing strategies.

Course Objectives & Goals

1. Describe the discipline of consumer behavior. 2. Examine the internal dynamics of consumers 3. Understand how individuals make consumption decisions as a direct effect of influences exerted by others. 4. Describe external factors that influence our social identities. 5. Examine the cultural influences on consumer behavior.

Course Policies

Attendance (25 points per unit = 125 points per course)

Completing online assignments on a timely basis, as well as quality discussion postings and frequency of participation, are essential components of successfully completing this course. Failure to complete one unit will result in the deduction of one letter grade. Failure to complete two units will result in an automatic FA (Failure due to Attendance).

Late Assignments (penalty on late work)

Complete sections submitted late are penalized 10 points per day up to 4 days. Discussion assignments cannot be submitted after the discussion week has ended.

Expectations on Writing

Learners will be graded on the quality, as well as the content of their writing. Although content is most important, grammar, spelling, and the use of APA citations and references are also important. Learners will lose points for multiple errors, typos, ineffective or confusing substandard writing, and failure to properly cite your sources.

Academic Integrity & Citation

All submitted assignments/postings are expected to be completed by the learner. All learners are expected to adhere to all rules associated with academic and personal integrity.

Plagiarism in any form will result in failure.

Perhaps the most common form of academic dishonesty is plagiarism. Let me clarify so you do not unwittingly go astray. Plagiarism is the appropriation of the ideas, words, comments, or other intellectual property of a third party without giving credit to that party. **Plagiarism does not have to be a word-for-word “copying”** of someone else’s writing or “cut and paste” of electronic material; **most cases, in fact, involve paraphrasing** a third party’s idea in the writer’s own words.

Self-Plagiarism -The idea of self-plagiarism seems almost ridiculous, but it is a very real issue that has consequences. Self-plagiarism is the use of one's own previous work in another context without citing that it was previously used. The idea is that the writer should let the reader know that this was not the first use of the material. Republished text is a glaring example of self-plagiarism. The writer must cite his-or herself when using previously written work. U.S. Department of Health and Human Services. (2011, September 28). Avoiding plagiarism, and other questionable writing practices: A guide to ethical writing. Retrieved from <http://ori.hhs.gov/plagiarism-13>

There are two important rules to remember in order to avoid plagiarism:

1. Only “common knowledge” statements need not be cited in your work [e.g., Washington was the first president, the Civil War ended in 1865, the FBI is in the Justice Department, etc.].
2. If in doubt as to whether to cite a source, cite it—better safe than sorry!

Always be sure to **cite** (reference) your source material. Including any material, you reference from your course text. Bethel University uses the APA (American Psychological Association, 7th ed.) style guide for citation.

Evaluation

Course Activity: Read, Attend, Discuss, and Complete sections should be completed in the week that they are assigned. The initial discussion post is due on Wednesday; the additional 2 replies are due by Sunday night.

There is a total of 500 points available (100 points per unit)

- **Participation (Discuss) = 125 possible points (25 per unit)**
Log in and post your response to the initial question on the Discussion Board. Check the board often throughout the week and post at least **TWO** quality responses to other learners' comments for each unit by no later than Sunday 11:59pm CST. It is possible to earn a maximum of 25 points per unit for active, critical, meaningful participation. The first rubric at the end of this syllabus defines the evaluation method for the Discuss section.
- **Homework (Complete) = 375 possible points (75 per unit)**
You can earn a maximum of 75 points for the entire "Complete" section in each of the 5 units. Responses should meet or exceed the required word count specified in the assignment. Students should strive to write more than the minimum. The last rubric at the end of this syllabus defines the evaluation method for the Complete section.

University Policies

Disability Services

Bethel University College of Professional Studies (CPS) is committed to providing equal access to its academic activities to all qualified students. While upholding this commitment, CPS will also maintain the high standards of achievement, which are essential to the integrity of the College's programs and services. In advancing these aims, CPS will ensure that its policies, practices, and procedures conform to Federal and state statutes and regulations. Please refer to the Academic Catalog for the College of Professional Studies, page 39, for a thorough review of policies and procedures related to Bethel's disability services.

Library Services

The CPS Library Services are designed to inform, equip, and motivate students to educational success. Students may ask homework or research questions via email, chat, or phone. Online reference help is available 24/7 through video tutorials and downloadable handouts on the CPS Library website (<http://bethelu.libguides.com/cps/vcamp>). The Distance Education Librarian offers homework and research assistance through class presentations.

Tutoring Services

SMARTHINKING is an online tutoring service that is accessible to all Bethel University College of Professional Studies students 24/7. The service provides three convenient options for students to receive support. All SMARTHINKING e-instructors are competent in their specific disciplines with the majority holding a master's degree or terminal degree.

SMARTHINKING is accessible from the Virtual Campus website.

Mission Statement

Bethel University's mission is to create opportunities for members of the learning community to develop in a Christian environment to their highest intellectual, spiritual, and social potential. This includes synchronous and asynchronous modes of education.

Student Conduct

The University expects its students to enjoy and nurture this academic community whose purpose is to be a Christian institution of learning. They are expected to help sustain the University's values. It is the University's goal that all members of the community adhere to a set of ethical and behavioral standards that are reflected by the rules that apply to students. Students are thus expected to be honest, respectful of others, helpful to the University's pursuit of its purpose, and law abiding.

Suicide Prevention

BETHEL UNIVERSITY is committed to and cares about all students. Support services are available for any person at BETHEL UNIVERSITY who is experiencing feelings of being overwhelmed, hopelessness, depression, thinking about dying by suicide, or is otherwise in need of assistance. For immediate help, contact the **National Suicide Lifeline Number 1-800-273-TALK (8255) or Text 741741**. Students and employees on the McKenzie or Paris campuses can also contact **Bethel's Safety and Security Office (731-415-7599)** or the **Mobile Crisis Number (1-800-353-9918)**. Counseling is available on campus to CAS and CHS students through **Bethel University's Department of Clinical Services (731-352-6786)** and to CPS students by contacting **Amanda Lifsey, LCSW (731-415-7996)**. Students may be referred by these resources to other treatment programs for more intensive treatment. Bethel University's **Human Resources Department (731-352-4272)** also offers employees assistance through appropriate referrals. **Emergency Services (911)** should be contacted in the event of an emergency.

Assignment Requirements

For 1000 and 2000 level courses the following word count and source requirements are applicable. Complete sections should contain a **minimum** of 1,000 words and **three** scholarly sources (course textbook can be used as one of the sources).

For 3000, 4000, and graduate level courses the following word count and source requirements are applicable. Complete sections should contain a **minimum** of 1,200 words for bachelor's level and a minimum of 1,500 words for graduate level. The Complete assignment should contain a total of **three** scholarly sources for bachelor's level and **four** scholarly sources for graduate level (course textbook can be used as one of the sources).

Letter Grade Definitions

From the CPS Catalog: A: Excellent; B: Very Good; C: Good; D: Passing; F: Fail; FA: Failure due to attendance

Final Grade

- A 450-500
- B 400-449
- C 350-399
- D 300-349
- F Below 300

Facilitator Commitment

1. **Availability:** Review posted office hours in virtual campus or contact me to schedule a phone call or online chat.
2. **Responsiveness:** I will respond to all emails and phone calls in a timely manner, usually within 24 hours.
3. **Engagement:** I will engage students during discussion where students have the opportunity to participate and earn points.
4. **Grading and Feedback:** I will post grades and constructive feedback on Discussions by Tuesday 11:59 pm CST each week, and I will post grades and constructive feedback on Complete sections by Saturday 11:59 pm CST each week.

Discuss					
Rubric	Excellent	Very Good	Good	Passing	Fail
Articulates Subject Matter & Quality 55% of 25 13.75 pts	Shows thorough understanding of the read and attend assignments Correct grammar & punctuation 250 words for the initial response	Indicates read and attend assignments were completed Addresses some of the question's implications Minor mechanical/document errors 250 words for the initial response	Relies solely on Read Section Contains mechanical/document errors 250 words for the initial response	Suggests the read and attend assignments were not carefully reviewed Repeats ideas from other posts Multiple grammar and punctuation errors	Gives little indication the read and attend assignments were completed Post irrelevant to the discussion Contains multiple errors
	13.75-12.4 pts	12.3-11pts	10.9-9.6 pts	9.5-8.3 pts	8.1-0 pts

Source Use and APA Format 15% of 25 3.75 pts	Meets or exceeds the requirement for source count; includes external research Nearly flawless APA format Source integration validates writer's points 3.75-3.4 pts	Meets the requirement for source count Minimal APA format flaws Source integration very good 3.3-3 pts	Meets the requirement for source count Average APA format flaws Source integration average 2.96-2.63 pts	Sources used but minimum requirements not met Inadequate adherence to APA guidelines 2.6-2.3 pts	Sources not used Significant APA format errors 2.2-0 pts
Engagement with Classmates 30% of 25 7.5 pts	Shows concerted and honest effort to engage with others Responds to ideas in a way that advances discussion Two or more replies of 100 words for each 7.50-6.8 pts	Shows attention to other posts in the thread Incorporates/acknowledges ideas of others (perhaps in predictable ways) Two replies of 100 words for each 6.7-6 pts	Offers interaction with other posts in the thread Mostly summarizes original post without contributing to discussion Two replies of 100 words for each 5.9-5.3 pts	Does not acknowledge other posts Misrepresents content of other posts 5.2-4.5 pts	Ignores other posts in thread Does not engage with others 4.4-0 pts
A 25 – 22.5 B 22 – 20 C 19.5 – 17.5 D 17 – 15 F 14.5 - below	No late submissions will be accepted for discussion questions.				

Complete					
Rubric	Excellent	Very Good	Good	Passing	Fail
Articulates Subject Matter Competency 50% of 75pts 37.5 pts	Shows thorough understanding of the read and attend assignments Contains original thought that demonstrates superior understanding 37.5-33.8 pts	Indicates read and attend assignments were completed Addresses some of the questions' implications 33.5-30 pts	Relies solely on Read Section Addresses questions without discussing implications 29.6-26.3 pts	Suggests the read and attend assignments were not carefully reviewed Superficially addresses questions 25.9-22.5 pts	Gives little indication the read or attend assignments were completed The response is vague and does not address the question. 22-0 pts
Source Use and APA Format 15% of 75pts 11.25 pts	Meets or exceeds the requirement for source count, includes external research Nearly flawless APA format Source integration validates writer's points 11.25-10.1	Meets the requirement for source count Minimal APA format flaws Very good integration of research sources 10-9 pts	Meets the requirement for source count Several APA format flaws Average integration of sources 8.9-7.9 pts	Sources used, but minimum requirements not met Poor adherence to APA guidelines 7.8-6.8 pts	Sources not used Significant APA format errors 6.7-0 pts
Quality of Writing 25% of 75pts 18.75 pts	Clear, articulate, and persuasive Correct grammar, punctuation, and spelling 18.75-16.9pts	Contains minor errors that do not diminish the meaning Minor mechanical/ document errors 16.7-15 pts	Contains several proofing errors Contains mechanical/ document errors 14.8-13.1 pts	Assignment is disorganized and hard to follow Multiple grammar and punctuation errors 12.9-11.2 pts	Contains multiple errors The response is difficult to read and understand 11-0 pts

Word Count 10% of 75pts 7.5 pts	Meets or exceeds minimum word count requirements	Meets or exceeds minimum word count requirements	Meets minimum word count requirements	Fails to meet word count requirements	Fails to meet word count requirements
	1200 words (Unit 1-4) 2000 - 1600 words (Unit 5) 7.5-6.8 pts	1200 words (Unit 1-4) 1600-1200 words (Unit 5) 6.7-6 pts	1200 words (Unit 1-5) 5.9-5.3pts	Less than 1200 words (Unit 1-5) 5.2-4.5 pts	4.4-0 pts
A 75 – 67.5 B 67 – 60 C 59.5 – 52.5 D 52 – 45 F 44.5 - below	Late submissions - 10 points deducted per day				