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BMKT 337.01: Consumer Behavior

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**BMKT337.01 – Consumer Behavior
Fall 2022**

Subject to change

PROFESSOR: Kevin Keohane
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OFFICE: Bull Pen
PHONE: 406.552.5998
CLASS RESOURCES: Moodle
CLASS MEETING TIME: T/Th 5:30 – 6:20 pm in GBB L06
OFFICE HOURS: T/Th 5:00 & 6:30 pm and by appointment
ZOOM LINK: Topic: Kevin Keohane's Personal Meeting Room
Join Zoom Meeting >>> <https://umontana.zoom.us/j/5545291747> <<<<
Meeting ID: 554 529 1747
Find your local number: <https://umontana.zoom.us/u/aeB1KhDoLa>

Course Description & Objectives:

At just about every moment of our lives, we engage in some kind of consumer behavior. Looking at social media posts, watching TV, at a party, using the internet, downloading a song, buying a new pair of shoes, getting our taxes done.

The study of consumer behavior has major implications for branding and marketing—as well as public policy; citizens, too, engage in consuming the mission services of local, state, federal and even international governments.

We'll look at the fascinating world of consumer behavior.

This course will illuminate the foundations of Consumer Behavior covered in the textbook. The textbook and the online simulation have been made available for \$99.99 | online <https://home.stukent.com/join/C00-153>



For Bookstore:
Here is the link with instructions on placing your order with Stukent Order Access

Codes for Students
Below is the ISBN:

Title: Consumer Behavior/Mimic Consumer Behavior
ISBN: 978-1-7360179-6-8
9781736017968
Publisher: Stukent
Price USD\$: 99.99

Course Structure:

Instruction will consist of

- **Class discussions and a quiz for each chapter.** You must read the chapter and complete the quiz before the appropriate session
- **Case studies – four case studies during the course of the semester.** You will work in teams and complete each case study to present in class.
- **Online Mimic Simulation** – completed on your time but cadence will be checked in class.
- **Final exam** – online final exam.

Our regularly scheduled class times (T/Th 5:00 – 6:20 p.m.) will occur in Gallagher Business Building L06. These sessions will consist of conversations about course materials and coaching on the various assignments.

I do not require class attendance and do not take roll. However, virtually every class session includes an interactive element where students will individually and in teams present to the rest of the class.

To be successful in this course you must keep up with the self-guided activities, engage in class, keep up with your reading, succeed in the Mimic online project and ask for help whenever you need it!

Course Deliverables:

- 1) **Mimic online simulation – 25% of your grade.** You'll receive a log in and this is managed entirely online. You will receive a completion certificate as well, which may prove valuable in your future career.
- 2) **Final exam – 25% of your grade.**
- 3) **Quizzes – 25% of your grade:** Each chapter has an online quiz.
- 4) **Case studies – 25% of your grade.** Four cases studies in total.

Attendance:

Attendance in class is strongly encouraged but not required. It is the best way for you to engage in the material and connect with me and your classmates.. Please familiarize yourself with [UM's policy](#) on forms of excused leave from course commitments.

Communications:

Faculty may only communicate with students regarding academic issues via official UM email accounts. Accordingly, students must correspond with their professors using authorized UM accounts. E-mail received from non-UM accounts may be flagged as spam and deleted without further response. Due to privacy and security issues, confidential information (including grades and course performance) will not be discussed via e-mail.

I will try to be timely when responding to e-mail messages. If you send an e-mail during normal business hours, you will almost always receive a response by close of business that day, or within one business day at the latest. However, messages must be professional, well-written, and grammatically correct. Be sure to put **a CLEAR DESCRIPTION OF THE ISSUE** in the subject line of all correspondence when sending me messages.

Written communication skills are extremely important to succeed in business. Therefore, students should be aware that I will not accept messages that do not comply with the above specifications. In particular, I will not respond to your inquiry directly, but rather advise you to reformat and resubmit the correspondence. As a result, sending unacceptable emails will impair your ability to receive a timely response. Please be succinct. For example, the following format can be useful:

- **Issue** – what is the challenge/opportunity
- **Impact** – what is the impact of the issue
- **Outcome** – what is the outcome you would like to achieve and how do you plan to achieve it? (HINT: I'm a fan of solutions, not problems)

Grading Breakdown:

Mimic simulation	25%
Final exam	25%
Quizzes	25%
Case studies	25%

Course grades will be assigned as follows (grades are not curved, nor are they rounded):

A	93 or more points
A-	90-92.9 points
B+	87-89.9 points
B	83-86.9 points
B-	80-82.9 points

C+	77-79.9 points
C	73-76.9 points
C-	70-72.9 points
D	60-69.9 points
F	59.9 or fewer points

The Fine Print – please read this stuff!

Academic Integrity

Academic misconduct is any activity that may compromise the academic integrity of the University of Montana. Academic misconduct includes, but is not limited to, deceptive acts such as cheating and plagiarism. Please note that it is a form of academic misconduct to submit work that was previously used in another course. If cheating of any form is detected, you could be given a failing grade on the assignment in question.

The following message about academic integrity comes from the Provost's office:

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. The University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, "Students at the University of Montana are expected to practice academic honesty at all times." (Section V.A., available at http://www.umt.edu/vpsa/policies/student_conduct.php). All students need to be familiar with the Student Conduct Code. It is the student's responsibility to be familiar the Student Conduct Code.

In addition, the College of Business Code of Professional Conduct can be found at:

<http://www.business.umt.edu/Soba/SoBAEthics/CodeofProfessionalConduct.aspx>.

Basic Needs Security

Any student who faces challenges securing food or housing, and believes that this could affect their performance in this course, is urged to contact any or all of the following campuses resources:

1. Food Pantry Program

UM offers a food pantry that students can access for emergency food. The pantry is open on Tuesdays from 9 to 2, on Fridays from 10-5. The pantry is located in UC 119 (in the former ASUM Childcare offices). Pantry staff operate several satellite food cupboards on campus (including one at Missoula College). For more information about this program, email umpantry@mso.umt.edu, visit the pantry's [website](https://www.umt.edu/uc/food-pantry/default.php) (<https://www.umt.edu/uc/food-pantry/default.php>) or contact the pantry on social media (@pantryUm on twitter, @UMPantry on Facebook, um_pantry on Instagram).

2. ASUM Renter Center

The Renter Center has compiled a list of resources for UM students at risk of homelessness or food insecurity [here: http://www.umt.edu/asum/agencies/renter-center/default.php](http://www.umt.edu/asum/agencies/renter-center/default.php) and [here: https://medium.com/griz-renter-blog](https://medium.com/griz-renter-blog).

Students can schedule an appointment with Renter Center staff to discuss their situation and receive information, support, and referrals.

3. TRiO Student Support Services

TRiO serves UM students who are low-income, first-generation college students, or have documented disabilities. TRiO services include a textbook loan program, scholarships and financial aid help, academic advising, coaching, and tutoring.

Students can check their eligibility for TRiO services online [here: http://www.umt.edu/trioss/apply.php#Eligibility](http://www.umt.edu/trioss/apply.php#Eligibility).

Please contact me any time for help if you are comfortable doing so. I will do my best to help connect you with additional resources.

Students with Disabilities

Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). "Reasonable" means the University permits no fundamental alterations of academic standards or retroactive modifications. For more information, please consult <http://www.umt.edu/disability>.

Email

According to University policy, faculty may only communicate with students regarding academic issues via official UM email accounts. Accordingly, students must use their UM email accounts (netid@umconnect.umt.edu or fname.lname@umontana.edu). Email from non-UM accounts will likely be flagged as spam and deleted without further response. To avoid violating the Family Educational Rights and Privacy Act, confidential information (including grades and course performance) will not be discussed via phone or email.

Mission Statements and Assurance of Learning

The College of Business at the University of Montana creates transformative, integrated, and student-centric learning experiences, propelling our students to make immediate and sustained impact on business and society. We nurture our students' innate work ethic to develop confident problem solvers and ethical decision makers. We pursue thought leadership and collectively create opportunities for a better life for our students, faculty, and staff.

As part of our assessment process and assurance-of-learning standards, the College of Business has adopted the following learning goals for our undergraduate students:

Learning Goal 1: COB graduates will possess fundamental business knowledge.

Learning Goal 2: COB graduates will be able to integrate business knowledge.

Learning Goal 3: COB graduates will be effective communicators.

Learning Goal 4: COB graduates will possess problem solving skills.

Writing center

The Writing and Public Speaking Center provides one-on-one tutoring to students at all levels and at any time in the writing process.. www.umt.edu/writingcenter.