

Delta State University  
College of Education  
Division of Family & Consumer Sciences

FCS 340  
Fall 2008

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## **COURSE SYLLABUS**

### **Course Description**

**FCS 340 Consumers in the Marketplace.** Dynamics of consumer markets; identification and measurement of market segments. Sales strategies related to market segmentation and external conditions. Lecture 3 hours. 3

### **Course Objectives. After completion of course, the student will:**

1. Have a usable, managerial understanding of consumer behavior.
2. Understand external influences on consumer behavior.
3. Understand internal influences on consumer behavior.
4. Understand the consumer decision making process.
5. Be able to apply rules governing human behavior in a marketing context.
6. Be able to utilize knowledge of consumer behavior in the development of marketing strategy.
7. Understand consumer behavior in a very global marketplace.

### **Text**

Hawkins, D.I., Mothersbaugh, D. L., & Best, R.J. (2007). Consumer behavior: Building marketing strategy (10th ed.). Chicago: Irwin.

### **Subject Matter to be Studied**

Related terminology  
Consumer psychology  
Consumer markets  
Sales strategies  
Marketing strategies

### **Attendance Policy:**

- Class attendance is required and expected. University policy will be followed in determining a student's eligibility to pass the course as related to absences (total of both excused and unexcused absences).
- A maximum of seven absences is allowed for this class, which includes both excused and unexcused absences.
- Three tardies or early departures constitute one absence.
- Excused absences should be cleared with the instructor in advance whenever possible.
- Absences will reduce the potential points for class participation and the maximum grade that a student can receive for the course. One cannot participate in a class if he/she is absent.
- Sleeping during class counts as an unexcused absence.
- Cell phone use is not permitted; this includes texting.

### **Policy Statement for Written Assignments**

The teaching of writing as a subject matter is the responsibility of the Department of English; however, the Division of Family and Consumer Sciences advocates that written assignments such as laboratory write-ups, explanations, and evaluations are appropriate for courses in Fashion Merchandising. The Division consequently expects that students will construct writings that are grammatically accurate, appropriately organized, specifically developed, and correctly spelled. All written assignments must be completed using appropriate software.

### **General Information**

- **Labs or group work cannot be made up**
- No make-up work is allowed for unexcused absences
- Make-up work will be due within a week of the excused absences unless other arrangements are made in advance. The student is responsible for obtaining all make-up work, handouts and/or notes missed.
- All students must have a Web CT ID.
- Assignments are due at the beginning of the class period on the due date. Assignments turned in after that time are late. Points will be deducted from late assignments. Assignments to be turned in through Web CT must be turned in by the time of the class period for which they are assigned. It is the responsibility of the student to be sure that he/she can access Web CT before the first assignment is due.
- It is the responsibility of the student to schedule make-up tests with the instructor and the secretary for excused absences within one week of an absence. If the student does not appear at the agreed upon time, and does not notify the secretary that he/she will not appear, another time will not be scheduled.
- Students should attend to any needs that can be anticipated during the class period **prior to coming to class.**
- Cell phones must be turned off during class. If an emergency call is expected, special arrangements can be made with the instructor at the beginning of the class.
- If you have questions about your evaluation on any paper, project or test, please make an appointment to go over your grade.
- Keep all papers returned to you and record your grades so you can know how you are doing at any time during the semester.
- **Please have someone pick up all handouts for you if you must be absent.**
- **Keep a hard copy and an electronic copy of written assignments for possible use in your FCS 447 portfolio.**

### **University Policy on Cheating and Plagiarism**

Cheating and plagiarism are not to be tolerated. If it is established beyond a reasonable doubt that a violation has occurred, instructors may determine the penalty, or may report the offense to the division/department chair and dean of their school. The usual penalty involves a grade of zero on the test, examination, or paper in question. If cheating or plagiarism is suspected, but not established beyond a reasonable doubt, the instructor may require the student to take another test or submit another paper. A second offense by any student should be reported immediately for more stringent action.

### **Accommodation of Disabilities**

It is the responsibility of students who have professionally diagnosed disabilities to notify the instructor so that necessary and/or appropriate modifications can be made to meet any special learning needs.

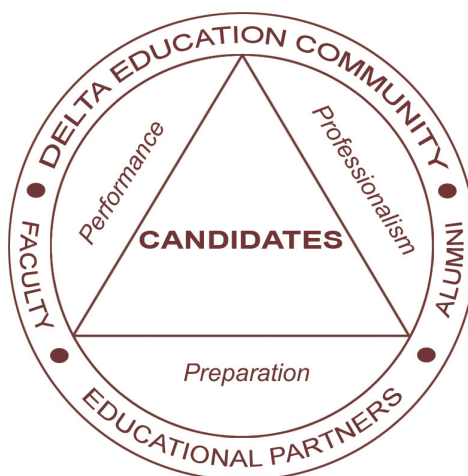
## COLLATERAL READING

Peter, J. Paul & Olson, Jerry C. (2002). *Consumer behavior and marketing strategy* (6<sup>th</sup> ed.). New York: Irwin/McGraw-Hill.

Solomon, Michael R. (2002). *Consumer behavior: Buying, having, and being*. (5<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice Hall.

Solomon, Michael R. & Rabolt, Nancy J. (2004). *Consumer behavior in fashion*. Upper Saddle River, NJ: Prentice Hall.

### Delta State University College of Education Conceptual Framework DELTA P<sup>3</sup> MODEL



**Vision:** The Delta State University College of Education promotes a vibrant educational community committed to preparing capable and confident candidates who can positively affect learning outcomes of students in the P-12 school setting. Appropriately illustrated by the Delta triangle, the model reflects candidate development through the triad of preparation, performance and professionalism, supported by the greater Delta educational community (faculty, educational partners, and alumni).

#### **Guiding Principles:**

1. **Education is a lifelong endeavor**, requiring an ever-expanding content knowledge base, a repertoire of skills, and a broad experience base. (GP1)
2. **Education is interactive and reflective**, a process that is accomplished through assessment and reflection of a collaborative nature. (GP2)
3. **Education is culturally contextualized**, requiring both an understanding and appreciation of the diversity of all individuals within the learning community. (GP3)
4. **Education is dynamic**, with change being driven by assessment data and the needs of all segments of the educational community. (GP4)
5. **Education is enhanced by technology**, infused throughout programs and services. (GP5)