Inter-Office Memorandum

TO: Undergraduate Curriculum Committee

THROUGH: Dr. Barbara G. Pierce, Associate Dean, School of Management

FROM: Dr. B. Andrew Cudmore, Assistant Professor, School of Management

DATE: April 8, 2004

SUBJECT BUS 4687 – Consumer Behavior

This memorandum, along with the attached material, seeks the Undergraduate Curriculum Committee’s approval for a new undergraduate elective.

The proposed undergraduate elective would be (BUS 4687) Consumer Behavior. This course should be offered for several reasons as listed below:

1. Consumer Behavior provides an important elective for any undergraduate major where the understanding of the motivations and needs of others is important.

2. The course content is well-accepted and is an important element in many other universities’ marketing course curriculum.

3. Consumer Behavior could be of particular interest to Psychology majors who are looking for a business application of some of their own behavioral theories.

4. Consumer Behavior (BUS 4687) would be an excellent follow up to the Marketing Principles (BUS 3601) foundation course, allowing the students to delve deeper into how we as marketers can attempt to understand consumers better.

The attachments that follow present the description, syllabus, and completed new course forms for the proposed course.

Please do not hesitate to contact me if there are any questions.

Thank you.

[Signature]

Dr. B. Andrew Cudmore
BUS 4687 CONSUMER BEHAVIOR (3 credits). The consumer decision-making process and its societal, cultural, environmental, group and economic determinants are examined. Particular attention is given to the consumer motivations, values, wants and needs in determining consumer behavior. (Prerequisite: BUS 3601)
BUS 4687
Consumer Behavior

Professor: Dr. B. Andrew Cudmore
Office: School of Business Room 113

Telephone: WK 674-7170  FAX 674-8896
IM 779-9636 (no earlier than 10 AM & no later than 9 PM please)

Email: acadmore@fit.edu

Office Hours: MWF 10:30 AM-12:30 PM or by appointment


Objectives of Course:
1. Introduce students to the fundamentals of consumer behavior as seen through the eyes of the marketing manager charged with making decisions and determining strategies.
2. Illustrate the relevance of consumer behavior to businesses operating in a global economy.
3. Introduce the student to various concepts and terminology used by decision-makers charged with understanding their consumer.
4. Emphasize the application of consumer behavior principles to real-world problems and opportunities through contemporary readings and case analyses.
5. Explore the consumer as individuals, as decision makers, as members of cultures and subcultures.
6. Establish a foundation of consumer behavior fundamentals and methods so that students may better understand the "why" in regards to their own actions, their peers', and those in the world around them.
7. Demonstrate that the study of consumer behavior is interesting, extremely worthwhile and even fun.
8. Illustrate that everyone can benefit in some way from understanding human behavior no matter what his or her career.

Class Material: Lectures will cover a wide array of material. While the weekly outline for the course lecture topics corresponds to chapters in the text, at times the content of the lecture material for a particular class will deviate from that listed on the syllabus. This may be due to spending more than the allotted time on a topic that necessitates more classroom time, current events, or applications of marketing concepts that are not covered in your text. Consequently, some topics covered in your text may not be specifically addressed in classroom lectures. However, as the textbook provides a great overview of marketing principles, the text is considered a must for providing a solid foundation. Thus, for examination purposes, you are responsible for ALL of the material in ALL of the assigned chapters, as well as ALL material from ALL class lectures.

Make-up Test Policy: A student may be given a make-up test provided he/she notifies the instructor prior to the test date (for university sponsored events notification must occur one month prior to the exam). Absences for medical reasons require a signed medical excuse. The test must be taken within a time frame defined by the instructor.
School of Management Office Hours Policy:

Faculty in the School of Business are available a minimum of nine hours each week for consultation with students outside of classroom time. At least four of these are regularly scheduled office hours. The remaining time may be requested for E-mail correspondence, appointments for times other than office hours, and group problems/discussion sessions.

Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
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<tr>
<td>B</td>
<td>80-89</td>
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<tr>
<td>C</td>
<td>70-79</td>
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<tr>
<td>D</td>
<td>60-69</td>
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<tr>
<td>F</td>
<td>Below 60</td>
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</tbody>
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Format:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Major Tests</td>
<td>30%</td>
</tr>
<tr>
<td>Main Group Project (groups of 3-4)</td>
<td>40%</td>
</tr>
<tr>
<td>Paper</td>
<td>40%</td>
</tr>
<tr>
<td>Presentation</td>
<td>45%</td>
</tr>
<tr>
<td>Individual mini paper</td>
<td>13%</td>
</tr>
<tr>
<td>Spelling/Grammar</td>
<td>2%</td>
</tr>
<tr>
<td>Quizzes (may drop 2)</td>
<td>7%</td>
</tr>
<tr>
<td>Participation</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>100%</td>
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</tbody>
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Tests:

Students must bring pencils, pens and calculators to class for all quizzes and tests. Though these tests are not specifically comprehensive, given the nature of the test development, some concepts may be repeated from earlier parts of the course.

Mini-paper:

No more than 5 typed pages. Be as succinct as possible. I only want to see your opinion and support. No unnecessary details please. See project attachment for more detail (to be handed out later in the term). I must approve all topics.

Project:

Follow style of mini-paper. Groups must be made up by the beginning of the second week. Topics must be chosen by Friday of the second week. I must approve all topics.

Quizzes:

These quizzes will occur at least once every 2 weeks and will cover the material discussed in class or read in the text up to the class before the quiz. Each quiz concentrates on any new material since the last quiz or material that appears to have given the class trouble in general on a previous quiz. There will be no excuses accepted for missing a quiz (i.e., had to work, car broke down). However, I do sympathize with certain unforeseen events or sickness and so 2 quizzes can be dropped.

Participation:

We are partners in this learning environment and so I expect first and foremost that you read the text and case(s) before we discuss it in class. Only “together” can we make this class time interesting and a fertile learning environment. As my partners I expect you to bring articles from magazines or newspapers that address research issues that we are discussing in class. Answering questions and asking questions shows interest on your part and may encourage others to speak up and be heard. This small percentage of your grade is really available so that I can help you out, if you are close to moving up a letter grade and your previous work indicates that you deserve it. Consider it like grade insurance for those unexpected events. Given that, I would suggest you be conscious of the following: tardiness, absence, group problems, disruptive behavior and excessive discussion domination. In addition, letting me know of your planned absence before you go (i.e., phone or email) does well for your “impression management” in regards to the participation grade. Further to such impression management, try to access missed materials from your classmates before approaching me with your request.
Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

This course is available for student registration only after the approval process has been completed.

Subject BUS
Alpha Prefix (e.g., CSE) Number Choice (e.g., 1301)
Course No. 4687 Credit Hours 3 Term to be added to the file Fall 2005
(e.g., Fall 2003)
Class Hours 45 hours Lecture Hours 45 Lab Hours Contact Hours (CEU only) 45 hours
Department School of Management Schedule Type Lecture
(e.g., lecture, lab or special project)
College/School
(Please check appropriate box)

College of Engineering-01
College of Science and Liberal Arts (science)-20
College of Science and Liberal Arts (liberal arts)-21
School of Aeronautics-03
School of Management-22
School of Psychology-05
SEGS-90

Computer Title (restricted to 25 spaces, including blanks) Consumer Behavior
Catalog Title Consumer Behavior
Catalog Description of Course (limited to 350 characters, including spaces)
BUS 4687 CONSUMER BEHAVIOR (3 credits). The consumer decision-making process and its societal, cultural, environmental, group and economic determinants are examined. Particular attention is given to the consumer motivations, values, wants and needs in determining consumer behavior. (Prerequisite: BUS 3601)

In addition, you may attach a course syllabus and/or more detailed description.

Restrictions

Prerequisite BUS 3601
Corequisite

Grades to be issued
A, B, C, D, F
S, U
P, F
Other

Additional Restriction (e.g., major, class level, department head approval)

If this course replaces a course currently offered in BANNER, please indicate old course information

Subject Alpha Prefix (e.g., CSE) BUS Course No. (e.g., 1301) 4687

APPROVALS
Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Coordinator.

Originator Date
Chair, Graduate Council Date
Department Head/Program Chair Date
Chair, Undergraduate Curriculum Committee Date

Dean or Associate Dean

Catalyst Coordinator

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