

MKT 330: Consumer Behavior

MKT 330-E01, Spring 2026

Instructor	Aaron Schibik	Phone N/A
Office	Faculty Office	E-mail as1028@evansville.edu
Meeting Days and Time	T/Th 1:00 - 2:15, MUR Lecture Hall	
Office Hours	M/T/W/TH 10:00 AM – 10:50 AM by appointment	

Schroeder School Mission Statement:

“We prepare undergraduate students in a liberal arts framework to become globally aware business professionals. We are distinctive in experiential learning, career support, and a complementary mix of faculty who pursue their passions through scholarly and professional activities in and out of the classroom..”

Catalog Description:

“Consumer behavior studied from socio-economic, psychological and cultural perspectives as it relates to marketing management. Topics include consumer and organizational behavior models and decision processes; internal influencing forces of motivation, perception, learning, personality, lifestyle and attitudes; external influencing forces of culture, subculture, demographic, social class, reference group and household.”

Prerequisite Statement:

Prerequisite: MKT 325 with a minimum grade of C-. Must be completed before taking this course.

Credit Hour Policy Statement:

“This class meets the federal credit hour policy of 3 hours of supervised study per week for approximately 15 weeks for each hour of credit, or a total of 45-75 hours for each credit. For this 3 credit course students are expected to devote a minimum of 135 hours.” (Def 2)

Course Learning Objectives:

1. Distinguish the role of consumer behavior research results in marketing strategy formation.
2. Interpret and utilize consumer behavior research findings in developing ethical marketing strategies.
3. Recognize and address the ‘dark side’ of marketing.
3. Interpret and integrate the consumer decision-making process.
4. Demonstrate an understanding of the impact of various social variables, such as culture, subcultures, family/household, and reference groups, on consumers' purchasing patterns.
5. Examine the impact of psychological variables on consumer behavior, including perception, learning, motivation, personality, and attitudes.
6. Perceive the interrelationship between the variables studied.

7. Elaborate on consumer behavior concepts observed and experienced in realistic and actual consumer environments.
8. Apply critical thinking, analytical, and interpretive skills while learning the subject matter in the course.
9. Be exposed to the literature and publications in consumer behavior and marketing.
10. Develop an appreciation of oneself as a consumer.

Required Text: *Consumer Behavior: Building Marketing Strategy* (Fifteenth Edition), by Mothersbaugh, Kleiser, and Hawkins.

Methods of Instructions:

This course will follow an informal lecture format. Students are encouraged to take an active part in the course.

Discussion is encouraged! Current marketing strategies and tactics will be noted and discussed during each meeting. Questions and examples from students are welcomed and will enrich the classroom experience.

This course will incorporate material and information from the textbook and class lectures. Students are expected to take an active role in the course.

Withdrawal and Attendance policies:

Regular attendance is expected. You are responsible for covering the material you missed due to lack of attendance.

NOTE: PowerPoint slides will not be posted on Blackboard.

The University has established the following deadlines for the Spring 2026 semester:

Last day to register or add/drop courses	January XXth
Last day to withdraw with a "W"	April XXth

Grading Criteria:

The following scale will be strictly applied at the end of the semester. I do not GIVE grades. The grade the student receives will be the one he/she EARNs. The following points may be obtained during the semester:

Four exams (100 points each)	400 points
Project	100 points
Journal	<u>50 points</u>

550 points possible

The following scale will be applied at the end of the semester:

550-495	A
494-440	B
439-385	C
384-330	D
329 and below	F

Grades are determined by the quantitative measure of total POINTS accumulated. Course performance is NOT addressed as a percentage or a relative measure.

EXAMS (400 points). FOUR exams (100 points each) will be given during the semester. Exams include multiple choice, true/false, and short answer/essay questions. If you need to miss an exam, you must provide WRITTEN documentation. In the event of an emergency during any test dates, such as an accident or illness, and you miss an exam without prior notice, you should contact the professor with information regarding your condition. Then, as soon as possible, submit the reasons for missing the exam and schedule a makeup with the instructor. **NOTE: Unless stated otherwise, exams can only be made up within one week of the scheduled exam date. If the student misses an exam and does not make it up, they will receive a zero for that exam. ALSO NOTE: The final exam cannot be made up or rescheduled (School-related activities).**

PROJECT (100 points). Students are expected to apply all the lessons they learned throughout the semester and complete a final project. The guidelines and expectations for the project will be provided in a separate document.

JOURNAL (50 points). In addition, a journal will be completed (50 points). Journal entries will be assigned periodically during class in conjunction with lecture material. These entries cannot be made up. If the student is not in attendance on their assigned day, they will receive a zero for that entry.

Class Protocol:

- Class conduct: Students are expected to respect their classmates and instructor.
- Regular attendance is expected. You are responsible for covering the material you missed due to lack of attendance. Do not feel the need to explain your absences to me.
- Means of contact: This class's official means of contact will be via the email addresses listed at the top of this syllabus. Be sure to periodically check your email. In the case of an emergency, or other situations which impact the class, you will be contacted via email.
- All communications to me MUST be through my UE email address and your UE email address.
- Take responsibility for your own learning. Become engaged in the learning process.

Course AI Policy:

In this course, submission of any work that is not entirely your own is considered academic dishonesty. The use of generative AI tools such as ChatGPT is prohibited and constitutes a violation of academic integrity as an example of unauthorized aid.

Non-Discrimination Statement:

The University of Evansville expects all members of its community to treat each other with respect and civility. Harassing behaviors directed towards any member of our community will not be tolerated. As part of its commitment to non-discrimination, the University specifically prohibits harassment based on any other characteristics set forth in its nondiscrimination statement as follows: including race, color, gender, gender identity and expression, sexual orientation, creed or religion, national origin, age, disability, veteran status and all federally protected groups/classes. Any form of harassment undermines the mission of the University and negatively impacts the University community as a whole.

Complaints, Grievances, and Appeals:

The University of Evansville seeks to resolve all student concerns in a timely and effective manner through policies and processes documented in the University Course Catalog, Student Handbook, and Faculty Manual. The University expects its students to follow documented procedures to address academic and student-related issues and concerns for the formal resolution of complaints and directs students to the appropriate resources. [Ace Answers](#) is available as a channel for addressing concerns that fall outside of formally documented policies. Formal grievance and complaint procedures are available on the [UE website](#). The Campus Conduct Hotline provides an additional medium through which University Community Members can report matters of concern to management. The Hotline is provided by the University's insurance provider, Educational & Institutional Administrators, Inc. (EIIA). All calls are received directly by EIIA, thus allowing for anonymity if the caller desires. A summary of the call is then provided back to the University's Assistant Vice President of Fiscal Affairs and Chairman of the Audit Committee for further consideration of the report. The Hotline number is 1-866-943-5787.

Disability Policy:

It is the policy and practice of the University of Evansville to make reasonable accommodations for students with properly documented disabilities. Students should contact the Office of Disability Services at 812-488-2663 to seek services or accommodations for disabilities. Written notification to faculty from the Office of Disability Services is required for academic accommodations.

Honor Code:

All students at the University of Evansville agree to the University honor code: *I will neither give nor receive unauthorized aid, nor will I tolerate an environment that condones the use of unauthorized aid.* Be aware that this statement applies equally to online courses. Assistance outside the scope of what is explicitly stated as acceptable by the instructor will be considered an honor code violation. If you have any questions about what constitutes acceptable aid, contact the instructor.

Communication Policy:

It is expected that there will be regular and substantive interaction between the faculty member and the student, as well as among students. The instructor will frequently and regularly initiate communication with students and it is expected that students reciprocate this communication. Students are also expected to actively participate in course discussions and collaborate with other students according to course policies and assignment instructions to achieve course learning outcomes.

Student Resources:

Whether taking classes online or face-to-face, all students have access to support resources. Click on the links below to learn more what each resource has to offer and how to contact each department.

[University Libraries](#): Conduct research, access resources, and contact librarians for any research related help. Note that you will need a library barcode to access library resources off campus. To receive a barcode, contact library staff at library@evansville.edu.

[Academic Services](#): Contact the Center for Academic Advising to connect with academic support services including supplemental instruction, tutoring, and time management and study skills help.

[Writing Center](#) : The Writing Center provides access to writing resources, appointments for one-on-one writing help, and assistance with any stage of the writing process.

[Counseling Services](#): Counseling Services strive to help students overcome any interpersonal, psychological, and developmental issues. Contact Counseling Services for any of your individual counseling and personal development needs. Also see [Online Class Success](#) tips from the Office of Counseling and Disability Services.

[Center for Career Development](#): The Center for Career Development provides comprehensive career development services to UE students and alumni. Contact the Career Center for assistance in every stage of your career development and visit their website for career resources.

[Office of Institutional Equity/Title IX](#): The University of Evansville is committed to providing an educational, living, and working environment free of discrimination. Title IX Resources available to students, as well as sexual misconduct education and prevention information, are outlined extensively on the [UE Website](#).

[Blackboard Guides](#): Blackboard is the University of Evansville's course management system for online courses. Guides on using Blackboard can be found through [MyUE under important campus information](#).

Course Schedule (Subject to Change if Needed):

WEEK #01: Introduction & Chapter 1

WEEK #02: Chapter 2 & Chapter 3

WEEK #03: Chapter 4

WEEK #04: Chapter 6

WEEK #05 **Exam 1 (Covers Chapters 1 thru 6)**

WEEK #06: Chapter 8

WEEK #07: Chapter 9

WEEK #08: Chapter 10 & **Exam 2 (Covers Chapters 7 thru 9)**

WEEK #09: **Midterm break (NO CLASS)**

WEEK #10: Chapter 11 &

WEEK #11: Chapter 13 & Chapter 14

WEEK #12: **Exam 3 (Covers Chapters 10 thru 13)**

WEEK #13: Chapter 15 & Chapter 16

WEEK #14: **(Easter)** & Chapter 17

WEEK #15: Chapter 18

WEEK #16: **Project Due & FINAL: (Covers Chapters 14 thru 18)**

NOTE: THIS SYLLABUS IS SUBJECT TO CHANGE AT THE INSTRUCTOR'S DISCRETION