Term Information

Effective Term: Autumn 2016
Previous Value: Summer 2013

Course Change Information

What change is being proposed? (If more than one, what changes are being proposed?)
Update course prerequisites and content topic list

What is the rationale for the proposed change(s)?
The proposed course changes reflect the replacement of requirements for admission to the major with appropriate course prerequisites, and a fine tuning of course focus post-semester conversion.

What are the programmatic implications of the proposed change(s)?
(e.g. program requirements to be added or removed, changes to be made in available resources, effect on other programs that use the course)?
None

Is approval of the request contingent upon the approval of other course or curricular program request? No

Is this a request to withdraw the course? No

General Information

Course Bulletin Listing/Subject Area: Consumer Sciences
Fiscal Unit/Academic Org: Department of Human Sciences - D1251
College/Academic Group: Education & Human Ecology
Level/Career: Undergraduate
Course Number/Catalog: 3930
Course Title: Consumer Decision-Making I
Transcript Abbreviation: Consmr Decn-Mkng I
Course Description: Contemporary consumer behavior theories and decision-making processes with implications for consumers, marketers, policy makers and managers in a global economy.
Semester Credit Hours/Units: Fixed: 3

Offering Information

Length Of Course: 14 Week, 7 Week, 4 Week (May Session), 12 Week (May + Summer)
Flexibly Scheduled Course: Never
Does any section of this course have a distance education component? No
Grading Basis: Letter Grade
Repeatable: No
Course Components: Lecture
Grade Roster Component: Lecture
Credit Available by Exam: No
Admission Condition Course: No
Off Campus: Never
Campus of Offering: Columbus, Lima
Prerequisites and Exclusions

Prerequisites/Corequisites
Prereq: CONSCI 2910 and Econ 2001.01
Previous Value
Prereq: Sophomore standing or higher.
Exclusions
Not open to students with credit for 543.

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code 19.0402
Subsidy Level Baccalaureate Course
Intended Rank Sophomore, Junior, Senior

Requirement/Elective Designation

Required for this unit's degrees, majors, and/or minors

Course Details

Course goals or learning objectives/outcomes
• Understand and apply contemporary theories and models of consumer behavior.
• Critically discuss internal and external factors affecting consumer decision-making.
• Apply consumer behavior concepts to marketplace issues and management practices.
• Thoughtfully consider ethical aspects and trends of marketing to the individual consumer.
• Discuss local, national and global impact of consumer activities.

Content Topic List
• Foundations of consumer decision making
• Model of cognitive decision making and the required assumptions
• Introduction to decisions under uncertainty and intertemporal decision making
• Decision heuristics - violating assumptions of cognitive decision model
• Affective decision making - violating assumptions of cognitive decision model
• Prospect theory - violating assumptions of cognitive decision model
• Choice architecture and the principle of Nudge
• Positive and negative externalities
• Ethical considerations in advertising
Previous Value

- Consumer segments; Individual decision-making
- Hierarchy of needs; Motivation
- Attitude Development/Change
- Learning and memory
- Perception
- Persuasive communications
- Advertising appeals
- Values and lifestyles
- Risk tolerance
- Reference groups
- Influence/Group leadership
- Buyer behavior
- Disposal of consumer goods
- Ethical/Social issues
- Consumer econ indicators

Attachments

- CON SCI 3930 Syllabus.docx: CON SCI 3930 Syllabus
  (Syllabus. Owner: Montalto, Catherine P)

Comments

Workflow Information

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<thead>
<tr>
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<th>User(s)</th>
<th>Date/Time</th>
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<td>Submitted for Approval</td>
</tr>
<tr>
<td>Approved</td>
<td>Folden Jr, H Eugene</td>
<td>02/17/2016 02:39 PM</td>
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<td>02/17/2016 02:39 PM</td>
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CONSCI 3930 Consumer Decision Making I (3 cr.)
Spring Semester 2016
Mendenhall Lab 100
Tuesday, Thursday, 8:00am – 9:20am

Instructor: Andrew S. Hanks
130A Campbell Hall
Email: hanks.46@osu.edu

Office Hours: Mon, 11:30am – 1:00pm
Th, 9:30am – 11:00am
or by appointment

Course Description
Contemporary consumer behavior theories and decision-making processes with implications for consumers, marketers, policy
makers and managers in a global economy.

Course Prerequisites
CONSCI 2910 and Econ 2001.01

Course Objectives
Following successful completion of this course, the student should be able to:
1. Understand and apply contemporary theories and models of consumer behavior.
2. Critically discuss internal and external factors affecting consumer decision-making.
3. Apply consumer behavior concepts to marketplace issues and management practices.
4. Thoughtfully consider ethical aspects and trends of marketing to the individual consumer.
5. Discuss local, national and global impact of consumer activities

Course Requirements

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<tr>
<th>Course Requirement</th>
<th>Percent of final grade</th>
<th>Points possible</th>
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<tr>
<td>Name Card</td>
<td>8.33%</td>
<td>50 points</td>
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<tr>
<td>Class Activities (10 @ 10 points)</td>
<td>16.67%</td>
<td>100 points</td>
</tr>
<tr>
<td>Problem Sets (5 @ 30 points)</td>
<td>25%</td>
<td>150 points</td>
</tr>
<tr>
<td>Three Examinations @ 100 points each</td>
<td>50%</td>
<td>300 points</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>600 points</td>
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Course Grade
The course final grade will be determined according to the following scale. Once all grades have been collected at the end
of the course, I will curve the class average up to a C+ only if the class average is lower. The curve will only benefit you.

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<th>Grade</th>
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<tr>
<td>A</td>
<td>A-</td>
<td>B+</td>
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<td>93-100%</td>
<td>90-92%</td>
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<td>83-86%</td>
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<tr>
<td>B</td>
<td>B-</td>
<td>C</td>
<td>C-</td>
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<tr>
<td>80-82%</td>
<td>70-72%</td>
<td>73-76%</td>
<td>77-79%</td>
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<tr>
<td>C</td>
<td></td>
<td>D</td>
<td>D+</td>
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<tr>
<td>70-72%</td>
<td></td>
<td>60-66%</td>
<td>67-69%</td>
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<tr>
<td>D</td>
<td></td>
<td>E</td>
<td></td>
</tr>
<tr>
<td>60-66%</td>
<td></td>
<td>below 60%</td>
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Textbook (Required)
There are several ways you can obtain this text:
1) Purchase or rent from OSU Bookstore.
2) You can purchase or rent an electronic copy of the full text for 180 days via this website
v9780133780734 and have access immediately. The electronic copy full purchase costs $156.99 and the rental costs $110.99.

3) Purchase from Amazon.com or other retailer.

Additional Reading Materials (Required)
To enhance your learning in this course, I have assigned one additional book for reading. Note that this book is highly acclaimed and many of authors' examples and assertions are based in sound scientific research. The book is

1) Nudge: Improving Decisions About Health, Wealth, and Happiness, by Richard H. Thaler and Cass R. Sunstein (referred to as N in the course time line)

I will order copies for the bookstore, but you are also free to purchase the texts through Amazon.com or some other retailer. You are expected to read the assigned material prior to class and come ready for discussion.

Name Card
To help me become better acquainted with you, your first assignment will be to submit a 4x6 flash card with a small photo of yourself and responses to the following questions:

1. Photo
2. First and last name
3. Major and degree emphasis
4. Dream job when you graduate
5. Life’s ambition

This is worth 50 points.

In-Class Practice
Each week you will have the chance to submit your work from an in-class activity. There will be a total of 14 of these, each worth 10 points. I will drop the lowest 4 grades.

These activities will include short discussions about topics, practice problems similar to homework questions, lists of your ideas about a topic, etc. I will announce in class if the activity is for credit and the drop box for the activity will be open until the end of the day. You are required to submit your own work for this activity, even though you may have worked in a group.

There will be a drop box folder in Carmen under the Activities tab where you submit your assignment. These submissions are due the day they are assigned. For example, if we do an in class activity for points on Tuesday, the submission is due by midnight that night.

Problem Sets
6 problem sets (30 points each) will be completed on the Carmen course website throughout the semester. The lowest of these 6 problem set grades will be dropped leaving the 5 highest problem set grades counting toward the final grade. These problem sets will be multiple choice.

I strongly encourage you to attempt the problem sets on your own before you reach out for help. These problem sets and in-class activities will be excellent preparation for the exams. Late problem sets will not be accepted. Planned absences are handled by doing problem sets early. In extenuating circumstances, appropriate original documentation must be submitted to the instructor. The discretion of the instructor is the sole determinant of acceptable extenuating circumstances.

Examinations
Three in-class examinations will be given (two in-class exams during the semester and one exam during the scheduled final examination period). The exam format will be 25 multiple choice questions each worth 4 points. Each examination will be worth 16.67% of the final course grade. The questions will test recall and application of course content from the readings, class content, and the problem sets. On each exam I will include some questions verbatim from the lectures and problem sets. Note that the final exam is not cumulative.

For each examination, you will be allowed to bring a scientific or graphing calculator but you cannot use any other electronic device. You will also be allowed to use a 4x6 notecard with handwritten notes on both sides.
You will record responses to your exam questions on a scantron sheet.

**Make-up examinations:** Prior approval to miss an examination will be given in the event of extenuating circumstances. In extenuating circumstances, appropriate original documentation must be submitted to the instructor. The discretion of the instructor is the sole determinant of acceptable extenuating circumstances. All make-up examinations will be timed, closed book, short answer/essay examinations. Make-up examinations will be scheduled at the convenience of the instructor.

**POLICIES RELATED TO ALL COURSE WORK**

**Academic integrity:** You are expected to complete all course work with fairness and integrity. You are encouraged to review "Ten Suggestions for Preserving Academic Integrity" [http://oaa.osu.edu/coamtensuggestions.html](http://oaa.osu.edu/coamtensuggestions.html). In particular, avoid suspicious behavior, do not fabricate information, do your own work, protect your work and the work of others, and read the course syllabus. If you have any questions, please ask!

**Extra credit:** None is given.

**Important dates:** Due dates for all problem sets and dates for course exams are listed in the course syllabus and on the Carmen course website. Any necessary changes in due dates will be announced in class and each student is responsible for receiving such information. Late problem sets will not be accepted. Problem sets are due by 11:59pm on the assigned due dates via the Carmen Dropbox.

**Grade posting and feedback on assignments:** All grades will be posted to the Carmen course website. Feedback on problem sets will be provided through Carmen. Students wishing to review problem sets and course examinations should schedule an appointment with Dr. Hanks.

**Questions about grades:** Students wishing to appeal the grading of any course work, including examinations, must make the appeal in writing to Dr. Hanks within seven calendar days after the grade is posted to the Carmen course website. The request must include a clear description of why the student believes the work was incorrectly graded.

**E-mailing the Instructor:** When sending e-mail to the course instructor, put CONSCI 3930” in the subject line.

**EXPECTATIONS FOR STUDENT CONDUCT AND PARTICIPATION**

**Disruptions in class**  Should you disrupt class you will be asked to leave.

**Attendance** You are expected to attend class, to arrive on time, and to remain for the entire class period. It is understandable if other priorities take precedence. If you miss a class, it is your responsibility to acquire any missed information, handouts, or announcements.

**Class preparation** Students are expected to complete all assigned reading prior to the date assigned and to be prepared to apply the statistical techniques obtained from the reading to problems during class.

**CONSCI 3930 Carmen course website** ([http://carmen.osu.edu](http://carmen.osu.edu)) Course information, including the course syllabus, assigned readings, problem sets, and instructional power point slides will be available on the Carmen course website. Power point slides will be updated periodically. Any necessary announcements will be posted to the homepage on the Carmen course website. As a student enrolled in CONSCI 3930 you are responsible for all course information posted on the Carmen course website.

**Student grades/Carmen** Each student is responsible for reviewing her/his individual grades posted to the Carmen course website and for notifying the instructor of any errors or problems with this information before 5:00 p.m. on the last day of the semester.
Academic Misconduct  The Ohio State University’s Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: “Any activity that tends to compromise the academic integrity of the University, or subvert the educational process.” Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University’s Code of Student Conduct is never considered an “excuse” for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct. If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University’s Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. For additional information, see the Code of Student Conduct (http://studentlife.osu.edu/pdfs/csc.pdf).

Course Accommodations  Any student who thinks s/he may need an accommodation based on the impact of a disability should contact the instructor privately to discuss specific needs. The Office of Disability Services is relied upon for assistance in verifying the need for accommodations and developing accommodation strategies. Please contact the Office for Disability Services at 614-292-3307 (V) or 614-292-0901 (TDD) in room 150 Pomerene Hall to coordinate reasonable accommodations http://www.ods.ohio-state.edu/.

Grievances and Solving Problems  According to University Policies available from the Office of Student Life, if you have a problem with this class, “You should seek to resolve a grievance concerning a grade or academic practice by speaking first with the instructor or professor, then, if necessary, with the department chairperson, college dean, and provost, in that order.” Specific procedures are outlined in Faculty Rule 3335-7-23, which states “Grievances against graduate, research, and teaching assistants should be submitted first to the supervising instructor, then to the chairperson of the assistant’s department.”

Statement on Diversity  The Department of Human Sciences affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different from them. Discrimination against any individual based upon protected status, which is defined as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

SCHEDULE FOR COURSE TOPICS, TEXTBOOK READINGS, AND PROBLEM SETS
- Reading is to be completed before the class period for which they are assigned; plan wisely to stay on schedule
- Problem sets must be submitted to the Carmen Dropbox by 11:59 p.m. on the due date:
## Schedule of Topics and Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignments</th>
</tr>
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<tbody>
<tr>
<td>Week 1</td>
<td>Introduction to Consumer Behavior</td>
<td>CB Ch 1</td>
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<tr>
<td>Jan 11-15</td>
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<tr>
<td>Week 2</td>
<td>Decision Making and Consumer Behavior</td>
<td>CB Ch 2</td>
<td>Name card due Th Jan 21</td>
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<tr>
<td>Jan 18-22</td>
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<tr>
<td>Week 3</td>
<td>Decision Making and Consumer Behavior</td>
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<td>Jan 25-29</td>
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<tr>
<td>Week 4</td>
<td>Decision Making and Consumer Behavior</td>
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<td>Feb 1-5</td>
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<tr>
<td>Week 5</td>
<td>Decision Making and Consumer Behavior</td>
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<td>Feb 8-12</td>
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<tr>
<td>Week 6</td>
<td>Review</td>
<td>Review</td>
<td>PS2 due, Feb 16</td>
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<td>Feb 15-19</td>
<td>Th Feb 18: Exam 1</td>
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<td>Week 7</td>
<td>Perception</td>
<td>CB Ch 5</td>
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<td>Feb 22-26</td>
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<td>Week 8</td>
<td>Learning and Memory</td>
<td>CB Ch 6</td>
<td>PS3 due, Feb 26</td>
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<td>Feb 29-Mar 4</td>
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<td>Week 9</td>
<td>Learning and Memory</td>
<td>CB Ch 6</td>
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<td>Mar 7-Mar 11</td>
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<td>Week 10</td>
<td>Mon Mar 14-Fri Mar 18 – No Class</td>
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<td>Mar 14-18</td>
<td>Spring Break</td>
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<td>Week 11</td>
<td>Review</td>
<td></td>
<td>PS4 due, Mar 22</td>
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<td>Mar 21-25</td>
<td>Th Mar 24: Exam 2</td>
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<td>Week 12</td>
<td>Attitudes and Persuasion</td>
<td>CB Ch 8</td>
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<td>Mar 28-Apr 1</td>
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<td>Week 13</td>
<td>Attitudes and Persuasion</td>
<td>CB Ch 8</td>
<td>PS 5 due, Apr 8</td>
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<td>Apr 4-Apr 8</td>
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<td>Week 14</td>
<td>Group and Situational Effects</td>
<td>CB Ch 9</td>
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<td>Apr 11-15</td>
<td>Choice Architecture and Nudge</td>
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<td>Week 15</td>
<td>Consumer and Social Well-Being/Review</td>
<td>Ch 4</td>
<td>PS6 due, Apr 22</td>
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<td>Apr 18-22</td>
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<td>Week 16</td>
<td>Mon Apr 25: Last Day of Classes</td>
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<td>Apr 25-29</td>
<td>No Classes This Week</td>
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<td>Wednesday, Apr 27, Exam 3, 8:00am – 9:45am, Mendenhall Lab 100</td>
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CB – Consumer Behavior
N -- Nudge

While I will adhere to the syllabus as strictly as possible, I reserve the right to modify the syllabus in any way to facilitate teaching course content.