

Department of Economics and Management

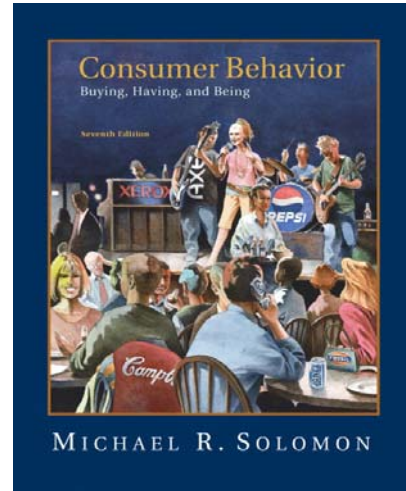
Professor Myles Bassell <http://userhome.brooklyn.cuny.edu/bassell/>

- ❖ Phone: (718) 951-5317
- ❖ Email: professorbassell2@yahoo.com *** check YOUR email daily
- ❖ Office Hours: **By Appointment**
 - In Whitehead 217A: Tuesdays & Thursdays 5:00–6:15 **By Appointment
 - Virtual Office Hours: 24/7 Email / Instant Message

❖ [Required Text Book](#)

Consumer Behavior

By Michael Solomon
Prentice Hall
ISBN: 0132186942
7th Edition



❖ [My Dozen Objectives](#)

1. Post course requirements by the first day of class
2. Demonstrate my ability to organize materials for the class
3. Stimulate interest in the topic being studied
4. Generate effective class discussion in online forums
5. Communicate effectively
6. Encourage independent thinking and **ethical behavior**
7. Demonstrate openness to students' comments, questions, and viewpoints
8. Display an exceptional understanding of the course subject matter
9. Utilize case studies to help students grasp key concepts
10. Provide students access to me
11. Clearly communicate course requirements and assignments
12. Promptly grade exams

❖ [Expected Course Outcomes](#)

Students completing this course will:

1. Understand key **Consumer Behavior** concepts, terms, and definitions
2. Develop an understanding of how fundamental concepts and theories are applied
3. Comprehend the importance of different Consumer Behavior theories
4. Attain an understanding of the challenges associated influencing behavior and attitudes
5. Learn the importance of personality, lifestyles, and culture
6. Appreciate **cultural diversity** and respect others who are of a different culture

❖ [My Goal](#)

My goal is for students to L E A R N ! It is all about you!

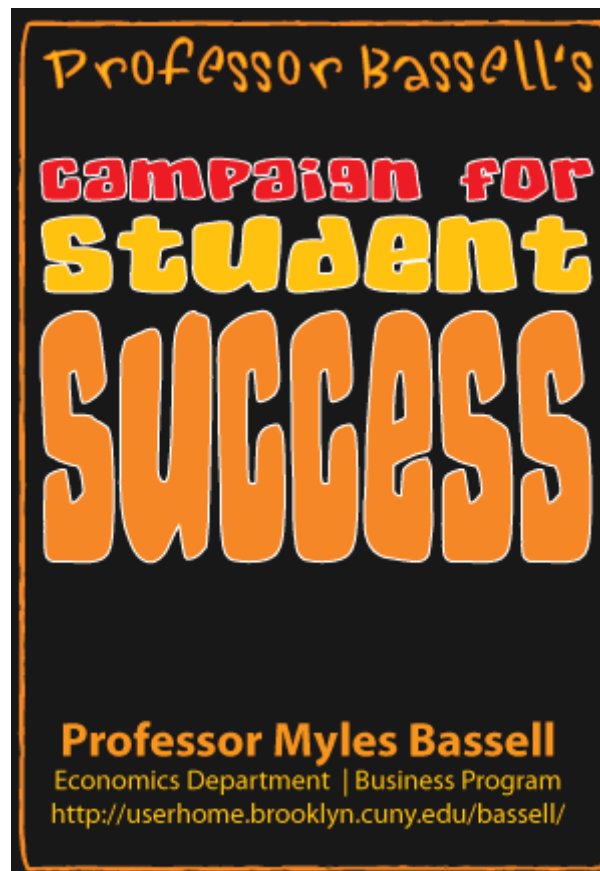
Consumer Behavior: Bus 50.9 Website <http://userhome.brooklyn.cuny.edu/bassell/>

❖ My Goals For You

1. Increase Your general knowledge about the subject
2. Enhance Your ability to analyze and solve problems
3. Improve Your ability to **use computers and the Internet**
4. Expand Your ability to find and use information on your own
5. Develop Your ability to express your ideas
6. Fortify Your appreciation and sensitivity to **ethical issues**
7. Enrich Your understanding of different cultures and have you become a champion of **cultural diversity**
8. Strengthen Your **critical thinking** and reasoning skills
9. Develop Your internet research, analytic, and quantitative skills
10. Enhance Your ability to interpret data and solve problems

❖ My Mission

To help students achieve their educational and professional goals.



❖ [Course Overview](#)

- ❖ The focus of Bus 50.9 is on providing a sophisticated overview of the issues and dilemmas related to Consumer Behavior. **Methodology:** The text book is required and an important tool used to expose students to important Consumer Behavior concepts and topics.
- ❖ The **application** of key Consumer Behavior concepts will be explored and students will be required to analyze **case studies**. The case studies are a great learning tool. They will help improve your understanding of the concepts and strengthen your critical reasoning skills. Many questions are designed to give you the opportunity to demonstrate an **understanding of the concepts** and to apply the concepts to specific scenarios. You must give a comprehensive explanation using the criteria and components of the relevant concepts. Your answer must be persuasive and use the course concepts as a basis. This will help **you** to develop your critical thinking skills.
- ❖ Discussion threads will post to the course online Forum via Black Board. Students are required to enter the Forum and post thoughtful comments. Comments should demonstrate an understanding of key course concepts, strong critical thinking skills, and a persuasive logic.

❖ **Exams (2)** There will be 2 Online Exams ******** There are **NO** makeup Exams********

Exam #		Date of Exam	Chapters
1	Midterm	June 18	1, 2, 3, 4, 5, 6, 7, 8
2	Final	July 10 Cumulative	9,10,11,12,13,14,15,16,17 plus 1-8

❖ You are required to take both exams. There are **NO** makeup exams allowed by the department. The exam for **Consumer Behavior 50.9** is scheduled for Monday June 18th.

The exam will post to Black Board and will be completed online. I will email you the instructions to log into Black Board. **Log into Black Board immediately!** This way if you have any problems you can get it fixed before the exam. **Not being able to get into Black Board is not an excuse for not taking the exam.**

❖ EXTRA CREDIT: There are no EXTRA Credit assignments. Any student wanting to earn **HONORS** credit will need to have their project approved by me.

Your exams and projects will be graded diligently. There is **NO curve** in grading exams. If your average is a 59 you earned an F. There are **NO extra credit** assignments. A **rigorous process** will be used to determine your final grade. If you get an A you should get satisfaction from knowing that you worked hard and earned that grade.

- ❖ **Grading** Percentage
- Assignments (30) 75% 2.5pts each
 - Midterm 15%
 - Final 10%

each late assignment receives a **penalty**.
 1-3 days late 1 pt penalty
 4-6 days late 1.5 pt penalty
 7 days or more late 2 pt penalty

If all your assignments are late...you can not pass the course!! The penalty is intended to **help you be successful** by keeping you on track with the assignments. This is a 15 week course in 4 weeks, not a 4 week class in 4 weeks. You can't afford to fall behind.

❖ **Grading Criteria**

A	92.5% +		C	72.5% to 77.49%
A-	90.0% to 92.49%		C-	70.0% to 72.49%
B+	87.5% to 89.99%		D+	67.5% to 69.99%
B	82.5% to 87.49%		D	62.5% to 67.49%
B-	80.0% to 82.49%		D-	60.0% to 62.49%
C+	77.5% to 79.99%		F	Below 60%

❖ **(15) Study Guides and (15) Case Studies** 75 points 2.5pts each

You must complete and submit ALL study guides and case studies. You must submit them the day they are due. Please make sure that you download the **Reading Schedule**...it contains a list of all the assignments **and** the due dates. Include the **questions** and the answers when submitting your assignment. Under each question should follow your answer. You don't need to retype the questions. You only need to highlight the question and copy/paste it into your document.

The assignment **questions** for the study guides **and** the cases are posted on the course website. When submitting assignments submit one per email. It is ok to type your assignment in WORD, but then **copy and paste** into email. I am receiving 80 assignments a day via email...it is too much to download.

Use **line spacing** 1.5 or double space the typed text. Also use bullets and list as much as possible. That will make it easier for me to accurately grade your assignment.

Please also use the format below in the email **subject line**. This will greatly help ensure that you get credit for the assignment.

50.9 B17 Jane Doe
 50.9 Lays Jane Doe



below is a list of the important dates for the 2007 Summer semester

the last day to drop a class without a grade is Monday June 11

the last day to drop a class with a W is Monday June 25th

you should add me to you **Instant Messenger**

AOL mylesbassell

Yahoo professorbassell

this is an online course....check your email daily

Date	Topics	Assignments	Due Dates
June 4	Chapter 1 Consumer Rules	CB1	June 4
June 5	Case Study	Mexoryl – L'Oreal	June 5
June 6	Chapter 2 Perception	CB2	June 6
June 7	Case Study	Subway Consumer Behavior	June 7
June 8	Chapter 3 Learning and Memory Case Study	CB3 Hershey's	June 8
June 11	Chapter 4 Motivation and Values Case Study	CB4 Campbell's	June 11
June 12	Chapter 5 The Self Case Study	CB5 Plus Size Wave	June 12
June 13	Chapter 6 Personality and Lifestyles Case Study	CB6 iPod	June 13
June 14	Chapter 7 Attitudes Case Study	CB7 Walmart	June 14
June 15	Chapter 8 Attitude Change Case Study	CB8 David Beckham	June 15
June 18	Midterm Exam	Exam	June 18

Brooklyn College – Summer 2007

Department of Economics and Management

Professor Myles Bassell

BUS 50.9 – **Consumer Behavior**

Assignment Schedule

professorbassell2@yahoo.com

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June 19	Chapter 9 Individual Decision Making Case Study	CB9 The Tablet PC	June 19
June 20	Chapter 10 Buying and Disposing	CB10	June 20
June 21	Chapter 10 Buying and Disposing Case Study	Case Study Free Cycle	June 21
June 22	Chapter 11 Group Influence Case Study	CB 11 Jimmy Buffet	June 22
June 25	Chapter 12 Household Decision Making Case Study	CB12 Cellphones	June 25
June 26	Chapter 13 Income and Social Class	CB13	June 26
June 27	Chapter 13 Income and Social Class Case Study	Case Study Predatory Lending	June 27
June 28	Chapter 14 Ethnic & Racial Subcultures	CB14	June 28
June 29	Have a Great Weekend !!		June 29
July 2	Chapter 14 Ethnic & Racial Subcultures Case Study	Case Study Cadillac Escalade	July 2
July 3	Chapter 15 Age Subcultures	CB15	July 3
July 4	**** * * * * *	** * * * ☺ * * * *	* * * *
July 5	**** * * * * *	** * * * ☺ * * * *	* * * *
July 6	Chapter 15 Age Subcultures Case Study	Case Study Scion	July 6
July 9	Last Day of Class	☺	July 9
July 10	Final Exam		July 10