MKTG 3726 - Consumer Behavior

Fall 2026 Syllabus, Section 01, CRN 41522,

Credit hours: 3

Instructor

Kendra Fowler

Email: kfowler01@ysu.edu

Public Instructor Information

Instructor Title: Professor
Instructor Professional Qualifications: PhD, Marketing, Kent State University; Master's, MBA, Kent State University; Bachelor's, BS, Fashion Merchandising, Kent State University
Instructor Office Location: 3351 Williamson
Instructor Office Phone: 330-941-2013

Course Description

3726. Consumer Behavior. Individual and group behavior as related to marketing consumer behavior, considered from both the standpoint of the marketing manager and from that of the individual as a consumer. The behavioral sciences serve as a background to provide standards for the social and human evaluation of current marketing activities. Topics include the buyer as problem solver, buying decision processes and models, measurement of promotional effectiveness, and life style analysis. Prereq.: 2.5 GPA. Prereq. or Coreq.: MKTG 3703. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Optional	Consumer behavior: Buying, having, and being	Solomon, M.R. and Russell, C.A	9780137865093

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Recommended Optional Text: Solomon, M.R. and Russell, C.A. (2024) Consumer behavior: Buying, having, and being. 14E edn. New York, NY: Pearson - - note: there are no specific assignments from the text, but it will give additional examples and explanations for concepts beyond what is offered in class.

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Schedule of Topics and Assignments

Week of	Proposed Topic	Due/To Prepare for Class
8/24	Marketing Overview	LIL1: Consumer Behavior w/certificate 15
8/31	CB Overview	LiL2: Segmentation w/ certificate 15 Student Questionnaire (on Blackboard) 5
9/7	Segmentation & Targeting	LiL3: Personas w/ certificate 15
9/14	Positioning	Activity 1: 20 Persona set up 10
9/21	Exam 1: In-class on Monday 9/21 Perception & Attention	Exam 1 200 LiL4: Neuroscience w/certificate 15 Persona Assignment 1: Demographics 20
9/28	Memory	Activity 2: 20
10/5	Consumer Decision Making	Activity 3: 20
10/12	Attitudes	Activity 4: 20

10/19	Exam 2: In-Class on Monday Self	Exam 2 200 Persona Assignment 3: Roles 20 Watch: Measuring Personality: Crash Course Psychology #22 & Quiz: 5
10/26	Personality & Motivations	Activity 5: 20 Persona Assignment 4: Personality 20 Watch: Cultures, Subcultures, and Countercultures: Crash Course Sociology #11 , Quiz: 5
11/2	Culture & Reference Groups	Persona Assignment 5: Motivations 20 Watch: Social Influence: Crash Course Psychology #38 & Complete Quiz: 5
11/9	Social Media	Activity 6: 20 Persona Assignment 6: Reference Groups 20 Watch: How Restaurants Use Psychology to Make You Spend More Money, Quiz: 5
11/16	Atmospherics & Other Situational Factors	Activity 7: 20
11/23	In-class work day to finish up Persona Project	
11/30	Exam 3: In-Class on Wednesday	Activity 8: 20 Exam 3 200
12/7	Course Wrap-Up	Completed Persona Due 20 Student Questionnaire 2 (on Blackboard) 5 Optional Final

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