

## MKTG 3726 - Consumer Behavior

Fall 2026 Syllabus, Section 02, CRN 40066,

Credit hours: 3

### Instructor

Kendra Fowler

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### Public Instructor Information

Instructor Title: Dr. Kendra Fowler

Instructor Professional Qualifications: PhD Marketing, Kent State University (2011), MBA with Marketing Concentration, Kent State University (1995), BS Fashion Merchandising, Marketing Minor, Kent State University (1993)

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### 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 & Russell | 978-0-13-786509-3 |

*Solomon, M.R. and Russell, C.A. (2024) Consumer behavior: Buying, having, and being. 14E ed. New York, NY: Pearson*

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

### Schedule - Due Dates are Sundays by midnight unless otherwise indicated

| Week of | Reading(s)                                                                                                                                                                                                                                                                                                                               | Proposed Topic                              | Due/To Prepare for Class                |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-----------------------------------------|
| 10/19   | 1) Marketing Overview PowerPoint 2) Consumer Behavior Overview PowerPoint 3) LiL1: Marketing Foundations: Consumer Behavior by Drew Boyd, 41 min <a href="https://www.linkedin.com/learning/marketing-foundations-consumer-behavior?u=57694233">https://www.linkedin.com/learning/marketing-foundations-consumer-behavior?u=57694233</a> | Overview of Marketing and Consumer Behavior | Student Questionnaire #1, LIL 1, Exam 1 |
| 10/26   | 1) Segmentation, Targeting & Positioning PowerPoint 2) LiL2: Marketing: Customer Segmentation by Doug Ladd, 59 min <a href="https://www.linkedin.com/learning/marketing-customer-segmentation?u=57694233">https://www.linkedin.com/learning/marketing-customer-segmentation?u=57694233</a>                                               | Segmentation, Targeting & Positioning       | Written Assignment 1, LIL 2, Exam 2     |



|       |                                                                                                                                                                                                                                                                                                                                                                                                      |                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11/2  | 1) Perception PowerPoint 2) Learning & Memory PowerPoint 3) LiL3: Consumer Behavior: Using Neuroscience to Improve Your Marketing by Madecraft, et al., 50 min <a href="https://www.linkedin.com/learning/consumer-behavior-using-neuroscience-to-improve-your-marketing?u=57694233">https://www.linkedin.com/learning/consumer-behavior-using-neuroscience-to-improve-your-marketing?u=57694233</a> | Perception, Learning, Memory | Written Assignment 2, LIL 3, Exam 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 11/9  | 1) Consumer Decision Making PowerPoint 2) LiL4: Customer Experience: Creating Customer Personas by Myra Golden, 21 min <a href="https://www.linkedin.com/learning/customer-experience-creating-customer-personas?u=57694233">https://www.linkedin.com/learning/customer-experience-creating-customer-personas?u=57694233</a>                                                                         | Consumer Decision Making     | Written Assignment 3, LIL 4, Exam 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 11/16 | Attitudes PowerPoint                                                                                                                                                                                                                                                                                                                                                                                 | Attitudes                    | Written Assignment 4, Exam 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 11/23 | 1) The Self PowerPoint 2) Personality PowerPoint 3) Measuring Personality: Crash Course Psychology #22 <a href="https://www.youtube.com/watch?v=sUrV6oZ3zsk&amp;t=74s">https://www.youtube.com/watch?v=sUrV6oZ3zsk&amp;t=74s</a>                                                                                                                                                                     | Self & Personality           | Written Assignment 5, Video Quiz 1, Exam 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 11/30 | 1) Culture PowerPoint 2) Subculture PowerPoint 3) Cultures, Subcultures, and Countercultures: Crash Course Sociology #11 <a href="https://www.youtube.com/watch?v=RV50AV7-lwc">https://www.youtube.com/watch?v=RV50AV7-lwc</a>                                                                                                                                                                       | Culture                      | <p>These are due on FRIDAY instead of our usual Sunday due dates. Video Quiz 2, Exam 7, Student Questionnaire #2, Persona Project, Optional Final Exam*</p> <p>* The final exam is OPTIONAL. It covers all content for the course. If you take the OPTIONAL final exam and score higher than one of your weekly exams, I will use the grade on the OPTIONAL final exam in place of your lowest weekly exam score when calculating your course grade. If you take the OPTIONAL final exam and your score is worse than all of your weekly exams, I will simply ignore your final exam score when calculating your course grade. So, taking the OPTIONAL final exam may help your course grade (depending on your score), but it cannot hurt your grade.</p> <p>AGAIN - EVERYTHING IS DUE BY FRIDAY THIS WEEK</p> |

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.