



Syllabus

DIVISION OF ARTS AND SCIENCES **COM 361: Consumer Behavior and New Media**

5 Credits
Effective: Summer 2015/2016

*Access to the Internet is required.
All written assignments must be in Microsoft-Word-compatible formats.
See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.*

FACULTY

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

COURSE DESCRIPTION

New media technologies are impacting strategies, techniques, and forums for reaching consumers, as well as the behavior of consumers. This course will examine how social interaction online impacts consumer decision-making behavior. Students will also analyze the implications of new media technologies on methods and modes of advertising and marketing online by exploring such issues as branding, customization of personal preferences, and online consumer communities.

COURSE RESOURCES

Required and recommended resources to complete coursework and assignments are available from the [Course Document Lookup](#).

CITYU LEARNING GOALS

This course supports the following City University learning goals:

- Diverse and global perspectives

COURSE OUTCOMES

In this course, learners:

- Analyze consumer decision-making behavior
- Evaluate word of mouth effects
- Examine the Internet's impact on consumer behavior

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Branding
- Consumer decision-making behavior
- Customization
- Long tail retail strategy
- Online consumer community
- Word of mouth

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Course Activities	40%
Assignment 1 - Social Media and Consumer Behavior	20%
Assignment 2 - Examining Brick & Mortar versus Online Stores	20%
Assignment 3 - Online Consumer Community Analysis	20%
TOTAL	100%

SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

Course Activities

Students are expected to participate in weekly discussions and activities. Discussions and activities may include group projects, short papers, individual discussion assignments, research, case study analysis, peer critique, journals, blogs, quizzes, or other activities determined by the instructor.

Class participation through discussion and activities is an integral part of the course. Participation is defined as active engagement in a discussion or other activity.

To provide a structure for balanced participation and allow students to maximize the benefit of the online discussion board, it is recommended that students follow these guidelines: 1) Post responses to discussion questions in the first three days of the school week (Monday through Wednesday); 2) Post three or more thoughtful and topic-relevant comments to responses made by classmates during the last four days of the school week (Thursday through Sunday); 3) Make postings on at least three different days of the school week; and 4) Respond to any questions that the instructor or peers have regarding the student's original post by the end of the school week.

<i>Components</i>	<i>% of Grade</i>
Meets requirements in a timely manner	15%
Quality of responses	70%
Quantity of responses	15%
TOTAL	100%

Assignment 1 - Social Media and Consumer Behavior

Students will investigate the impact of online "word of mouth" on product branding and on consumer behavior. Students will select a product sold online and compare how it is branded and marketed on various websites and social media applications. The instructor will provide examples of websites and applications that can be addressed. Students must also research the effect of online "word of mouth" and

the customization of personal preferences on business from both the consumer and the business point of view through articles found in the mainstream business press and scholarly articles, as well as how social media users share professionally-created content about the product. The paper must be three to five pages, double-spaced, in APA style.

<i>Components</i>	<i>% of Grade</i>
Organization and coherence	20%
Evidence and support	30%
Analysis and use of course concepts	30%
Style and mechanics	20%
TOTAL	100%

Assignment 2 - Examining Brick & Mortar versus Online Stores

Students will compare and contrast the consumer experience using traditional retail stores (brick and mortar) versus online stores selling the same type of item. In a three- to five- page double-spaced paper in APA style, students will discuss the historical shift from traditional retail to online retail, including a section on long tail retail analysis, and compare the effects of online and brick and mortar retail on consumers, consumer groups, and businesses. A minimum of four mainstream media and academic sources must be cited.

<i>Components</i>	<i>% of Grade</i>
Organization and coherence	20%
Evidence and support	30%
Analysis and use of course concepts	30%
Style and mechanics	20%
TOTAL	100%

Assignment 3 - Online Consumer Community Analysis

Students will analyze an online consumer community (of goods or services) that they will monitor/participate in weekly throughout the course. While students will regularly be discussing their experiences and observations, this culminating paper will analyze the types of interactions, cohesiveness of community, diverse and/or cross-cultural perspectives in observed communication practices, and type of information exchanged and observed through the duration of the course. Students will address the effectiveness of “word of mouth” on consumer behavior through an analysis of the purpose and goals of posts on the site. Using at least four professional and academic sources, students must also address the effect of word of mouth on consumers and businesses, the future of online consumer communities, and the impacts of these sites on businesses and consumers. The paper must be five to seven, double-spaced pages long in APA style.

<i>Components</i>	<i>% of Grade</i>
Organization and coherence	20%
Evidence and support	30%
Analysis and use of course concepts	30%
Style and mechanics	20%
TOTAL	100%

COURSE POLICIES

Late Assignments

LATE ASSIGNMENT

Participation

PARTICIPATION

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

UNIVERSITY POLICIES

You are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Scholastic Honesty

Scholastic honesty in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. You are responsible for understanding CityU's policy on scholastic honesty and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Scholastic Honesty* under *Student Rights & Responsibilities*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if s/he is present at any time during the class session. For online classes, a student has attended if s/he has posted or submitted an assignment. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Attendance Policy for Mixed Mode, Online and Correspondence Courses*.

SUPPORT SERVICES

Disability Resources

If you are a student with a disability and you require an accommodation, please contact the Disability Resource Office as soon as possible. For additional information, please see the section in the [University Catalog](#) titled *Students with Special Needs* under *Student Rights & Responsibilities*.

Library Services

CityU librarians are available to help you find the resources and information you need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking

As a CityU student, you have access to 10 free hours of online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at help@cityu.edu to request your user name and password.