

## SMA Teaching Moment Quantifying Participation in a Consumer Behavior Course

### SMA Abstract:

To encourage discussion during lecture and to prepare students for speaking up in business meetings, I implemented graded participation worth 10% of the overall grade. Students prepare each day by reading the assigned material and answering homework questions (HW) posted on our course management system. Students print out their HW or access it via laptop/iPad for class. Students participate on a voluntary basis or when called upon. The day before each class, I email students who will be called on during the next class so they can be prepared. High quality class participation is thoughtful and includes comments that add to understanding of a concept. Students receive 10 points for each answer of sufficient quality, for a total maximum grade of 100. A seating chart with students' names and pictures is used to record participation. Student benefits include enhanced test preparation and reduced anxiety about public speaking. No more than 3 Participation Points may be earned on a single class day. To track participation, I use a seating chart with students' names and pictures. As students complete a high quality participation question, they receive a "P" next to their names. Students who feel uncomfortable speaking aloud in class may complete Participation Alternative Assignments consisting of a PowerPoint discussion of the HW with images and URLs to company websites or commercials. In grading participation, I consider both quantity and quality.

### Syllabus Excerpt:

**Class Participation:** Students are expected to come to class prepared every day by reading the assigned chapter and answering the Homework Questions (HW) posted on TRACS. Students are expected to bring their homework to class every day and to contribute to class discussion, either on a voluntary basis or when called upon by the instructor. Students earn participation points by verbally responding to assigned HW and participating in certain class activities. Students who are unprepared may lose participation points. Students who feel uncomfortable speaking aloud in class may complete Participation Alternative Assignments by notifying the instructor by the first exam. Students' participation grades will be based on the frequency and quality of their contributions to class discussion. High quality class participation is thoughtful and thorough, and adds to our understanding of a consumer behavior concept or situation. It goes beyond mere repetition of textbook information. Students receive 10 points for each answer of sufficient quality, for a total maximum grade of 100. No more than 3 Participation Points may be earned on a single class day.

### Participation Rubric:

Criteria	Insufficient Response	Sufficient Response
Response comes from textbook?	yes	no
Quality	Doesn't provide a clear example that ties to the concept being discussed	Provides a clear example that ties to the concept being discussed
Thorough	Less than 2 statements	2 or more statements

### Examples of participation questions:

1. What differences in CUSTOMER VALUE would you expect to find between consumers of different income levels? Discuss at least 2 products in your answer.
2. Choose a product and describe how you would market it differently (using all 4 P's) to two different Household Life Cycle segments.
3. Create marketing messages using: (a) normative influence to sell beer, (b) informational influence to sell financial services, and (c) identification influence to sell cars.