



Consumer Behaviour

Course Number: MOS3321F - Section (001 and 002)

The course outline and schedule are subject to change at the discretion of the course instructor.

Course Information

Course Name:	Consumer Behaviour
Course Number:	3321F (Fall 2011)
Section, Time, Location:	<p>Section 001 - Tuesdays 1:30 pm - 2:30 pm Thursdays 1:30 pm - 3:30 pm Location: UCC 60</p> <p>Section 002 - Tuesdays 10:30 am - 11:30 am Thursdays 10:30 am - 12:30 pm Location: TC 341</p>

Instructor Information

Instructor:	Dr. Wonkyong (Beth) Lee (Ph.D.) <i>Assistant Professor</i>
Office:	SSC-7430
Office Telephone:	519-661-2111, Ext. 89217
e-mail:	wlee322@uwo.ca
Course website	<p>WEB-CT-OWL MOS3321F Section 001, 002 (Dr. Beth Lee)</p> <p>http://webct.uwo.ca/ (click location, log-in, click appropriate section)</p>
Office Hours:	<p>Tuesdays 12:00 pm – 1:00 pm</p> <p>Thursdays 3:40 pm – 4:40 pm</p> <p><i>Other times by appointment (via email: wlee322@uwo.ca)</i></p>

Textbook and Readings

Required Textbook: Consumer Behaviour: Buying, Having, and Being, 5th Canadian Edition (Solomon, Zaichkowsky, Polegato), 2011, Pearson Canada, ISBN: 978-0-137-01828-4

Additional Readings: Three additional readings are assigned. You must read the assigned readings before the scheduled class and be prepared to talk about them.

#1. Heath, Rebecca P. (1996), "The Frontiers of Psychographics," *American Demographics*, 18 (7), 38, 40-43.

#2. Strahan, Erin, Steve J. Spencer, and Mark P. Zanna (2002), "Subliminal Priming and Persuasion: Striking While the Iron is Hot," *Journal of Experimental Social Psychology*, 38, 556-568.

#3. White, Katherine and Darren W. Dahl (2006), "To Be or Not Be: The Influence of Dissociative Reference Groups on Consumer Preferences," *Journal of Consumer Psychology*, 16 (4), 404-413.

Course Description and Objectives

Course Description:

This course is entitled, *Consumer Behaviour*, which the American Marketing Association defines as "the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives." More generally, consumer behaviour is a marriage between psychology and marketing. Understanding the psychology and behaviour of the consumer can help marketers be responsive to their needs and desires, and accordingly, strategically develop an appropriate marketing mix.

Prerequisites:

MOS 2320A/B (Marketing for MOS, formally MOS 3320A/B) and enrolment in 3rd or 4th year of BMOS.

Course Objectives:

This course has two main objectives: (1) introduce students to the classic theories and practice of consumer behaviour and the implications of the most current academic research in the field; and (2) enable students to apply consumer behaviour concepts to real world marketing problems and develop their own ideas about their future research.

Course Format:

A variety of methods to present the materials (e.g., lectures, cases, discussion, group exercises) and all possible multimedia (e.g., PowerPoint, CDs, videos, website) will be utilized. Students are expected to do the required readings before coming to class each week.

Evaluation

1. Exams		55%
Midterm Exam	20%	
Final Exam	35%	
2. Advertisement Analysis		10%
3. Group Project		30%
Presentation	10%	
Paper	20%	
4. Research Component		5%
Total		100%

Mid-Term and Final Exam

A mid-term test and a final exam represent 20 and 35 percent of your final grade for this course, respectively. Both can include multiple-choice, short answer, cases, and/or short essay questions. Questions can pertain to any of the material covered during the course, including those topics contained in the text, video presentations, and class discussions/activities. The mid-term and final exams are closed-book. Even though the final exam covers the entire course, major emphasis will be on material since the mid-term.

Dates of Mid-Term Test, and Final Exam	
Mid-Term	Thursday, October 20th- <i>in class</i> (110 minutes)
Final Exam	Date/Time/Place: _____/_____/_____ (3 hours) <i>To take place sometime during final exam period (December 10 - 21, 2011)</i>

Advertisement Analysis Assignment

Select an advertisement from a magazine. Among the five consumer behaviour concepts listed below, pick two concepts and analyze your advertisement accordingly. Submissions should be no more than 3 pages (not including title page), typed, double spaced, and use 12 point font with one inch margins. Be sure to identify the source of the advertisement (title of magazine, date of issue) and attach the advertisement to your assignment. The assignments are due at the beginning of class on **October 11th. Late submissions will not be accepted.**

The five concepts you can choose from are:

- Observational learning (modeling)
- Ambivalence
- Extended Self
- Lifestyle
- Involvement (e.g., high/low, affective/cognitive involvement)

Group Project

Overview:

The group project is meant to have you synthesize and apply concepts learned from class to real-world phenomena. This assignment is designed to show some evidence of significant learning that takes place beyond the classroom.

The rationale for this assignment is two-fold: (1) students should learn more from the directed study of a topic in which they have expressed a personal interest, and (2) it encourages the expression of creativity—a critical characteristic of a good marketer.

Overall, the group project is worth 30% of your final grade: this grade consists of 10% for presentation and 20% for the final paper.

It is suggested that you consult with the instructor while preparing your group project. Getting feedback, while you are preparing the project, is likely to produce better results.

Guidelines for Group Project:

1. Select a current brand of interest.
2. Acquire background information on this brand. You can find background information from applied/commercial publications (e.g., *The Globe and Mail*, *National Post*, *Maclean's*, *Marketing Advertising Age*, *Business Week*, *Forbes*, *Fortune*, *The New York Times*, *Wall Street Journal*, etc.), or information available on corporate websites. In addition, you may want to consider contacting companies asking for the information you need.
3. Analyze the brand by applying 3-4 concepts or theories that you have learned in this course. Your analysis should include an explanation of consumer behaviour concepts or theories, of how the brand relates to/applies to these concepts or theories, and an evaluation on the effectiveness.
4. Also, it will be useful to provide some background information relevant to the brand, and its product category.
5. You are encouraged to show (in your presentation) and submit as exhibits (with your final paper) items such as sample ads and/or other promotional materials, TV/radio commercial transcripts/descriptions/URLs, website materials, packages, and any other relevant marketing artifacts.

Presentation:

The group presentations are scheduled on **Week 12 and 13**. Present your group project in class: 15 minute oral group presentation followed by a 5-minute Q & A session. The guidelines for the presentation will be distributed later in class.

Final Paper:

Each group is responsible for submitting a formal write-up of their group project.

Format of Paper:

Your written report should be approximately 12 to 15 double-spaced, typewritten pages, excluding title page and exhibits. Be sure to include endnote/source citations and a full list of references consulted.

For citations, any standard reference format may be used, but it is recommended that you list references alphabetically at the end of the paper. Then, employ an in-text citation format that uses the reference's number (e.g., 14, p. 61). Also, cite the periodical or Website address (URL) and date for each ad, either on the ad's exhibit listing or in your discussion of the ad.

Peer Evaluation:

You will have the opportunity to evaluate your group members' contributions to the project at the end of the semester. This also means that your contribution will be evaluated by your peers. If it turns out that your contribution is substantially lower than your peers, you may not receive full credit for group work. If you have difficulty working with your group members during the semester, you are encouraged to meet the instructor in person during office hours.

There are **three** deadlines.

1. By Week 2, groups of 3-5 members should be formed and one member from each group must send me (**wlee322@uwo.ca**) an email containing the names and valid email addresses of each group member. Students that are not a member of a group by **Week 2** will be arbitrarily grouped by the professor.
2. Each team must then hand in a 1-page report. The report consists of your choice of brand, rationale for choosing the brand, and 3-4 consumer behaviour concepts that you may want to apply on **Week 4**, to allow for the professor's approval and feedback. The more information that you provide, the more feedback that can be offered. During the course of the semester, you are encouraged to meet with the professor *at least* once for advice.
3. The complete project is due on **December 6th (Tuesday)**. Each group must hand in two paper copies of the complete project to **my office (SSC7430)** between **12:00 pm** and **3:00 pm** on **December 6th**. **Late submissions will not be accepted.**

Research Component

The field of consumer behaviour is constantly evolving. In order for you to grasp this ever-changing field of research, you are required to choose one of two options. The purpose of this activity is to help students identify and analyze the key components of a research study. Students will be given a choice of: (a) participating in a study, or (b) reviewing one research article from a marketing or consumer behaviour academic journal. The grade for this component of the course will be based on written submissions made by the student.

Option 1. Participating in a Study

Consumer behaviour is closely related to marketing research. The purpose of this study is to help students understand the research process underlying consumer decision-making in different situations. You can participate in a consumer behaviour study. Students will sign up to participate in **one** research study which will be announced later. Once you have participated in the study, students will submit a two-page typed report about their experience as a subject/respondent. This report must include: (1) a description of the objectives of the study (in the student's opinion), (2) a description of the research methodology used to gather data, and (3) some thoughts on how the study could be improved. Summary reports will be graded, and each one will be worth 5% of the student's final grade.

Option 2. Review an Academic Article

Students who elect to review a journal article will be given an article from a major academic journal* in the consumer behaviour field. The student will submit a two-page typed summary of the article. This summary must include: (1) a description of the objectives of the study, (2) a description of the research methodology used to gather data, and (3) a brief review of key findings. Summary reports will be graded, and each one will be worth 5% of the student's final grade.

*List of Academic Journals

International Journal of Advertising	International Marketing Review
Journal of Advertising	Journal of Advertising Research
Journal of Business Research	Journal of Consumer Psychology
Journal of Consumer Behavior	Journal of Consumer Research
Journal of International Marketing	Journal of Marketing
Journal of Marketing Research	Journal of Public Policy and Marketing
Psychology and Marketing	The European Journal of Marketing

Grading

The following are the grade categories for the course from the *Academic Calendar*:

Grade Categories	
A+	90%+
A	80 - 89%
B	70 - 79%
C	60 - 69%
D	50 - 59%
F	Below 50% or assigned when course is dropped with academic penalty

No late submissions of any course material will be accepted, unless there are acceptable (to the course instructor) and extraordinary circumstances.

New Western Medical Accommodation Policy on Medical Notes: *A Western Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. An SMC can be downloaded under the Medical Documentation heading of the following website: <https://studentservices.uwo.ca/secure/index.cfm>. Hard copies are available from the student's home Faculty Academic Counselling Service.*

Plagiarism: *"Students must write their own essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence." (see Scholastic Offence Policy in the Western Academic Calendar)."*

Plagiarism Checking: *"All required papers may be subject for textual similarity review to the commercial plagiarism software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between the University of Western Ontario and **Turnitin.com** (<http://www.turnitin.com>)."*

Academic Cheating: *"Computer-marked multiple-choice tests and/or exams may be subject to submission review by software that will check for unusual coincidences in answer patterns that may indicate cheating."*

Other Relevant Academic Policies/Regulations: *All students are advised to refer to the Academic Calendar and other relevant documentation for other relevant academic policies and regulations (e.g., academic cheating, attendance, etc.).*

Code of Behaviour

Students are expected attend all classes, and to remain in attendance throughout the entire class. It is also expected that students will remain focused on the activities during the class. **Disruptive talking will not be tolerated. If you bring a laptop/handheld device to class and decide to check email/chat/surf, etc., you will be asked to leave the room.** If you, as an individual student, find it necessary to leave the classroom during a lecture and/or presentation, do so quietly (i.e., for an emergency that cannot wait until the end of the class). If you return to a class that is still in progress, do so quietly. Groups of students leaving (and/or returning) together while a class is in progress will not be tolerated. Research shows that failure to attend class can have a negative impact on one's grade. All students are responsible for all course material.

Smart phones shall not be used (nor should they be left on) during class.

Course Outline Schedule

The course outline and schedule are subject to change at the discretion of the course instructor.

Week	Tuesday		Thursday	
	Topic	Reading	Topic	Reading
1			Sept 8 Introduction	Chapter 1
2	Sept 13 Perception	Chapter 2	Sept 15 Learning and memory	Chapter 3
3	Sept 20 Motivation and value (1)	Chapter 4	Sept 22 Motivation and value (2)	Chapter 4
4	Sept 27 The Self	Chapter 5	Sept 29 Personality and Lifestyles Note: 1-pg. group project report due	Chapter 6 Additional Reading #1
5	Oct 4 Attitudes (1)	Chapter 7	Oct 6 Attitudes (2)	Chapter 7
6	Oct 11 Attitudes Change and Interactive communication (1) Note: Ad Analysis Due	Chapter 8	Oct 13 Attitudes Change and Interactive communication (2)	Chapter 8 Additional Reading #2
7	Oct 18 Review		Oct 20 Midterm (In-class, 110 min)	
8	Oct 25 Individual Decision-making (1)	Chapter 9	Oct 27 Individual Decision-making (2) Buying and Disposing (1)	Chapter 9 & 10
9	Nov 1 Buying and Disposing (2) Household decision making	Chapter 10 Chapter 12	Nov 3 Group Influence	Chapter 11 Additional Reading #3
10	Nov 8 Subculture (1)	Chapter 13	Nov 10 Subcultures (2)	Chapter 14 & 15
11	Nov 15 Culture (1)	Chapter 16	Nov 17 Culture (2)	Chapter 16
12	Nov 22 Group presentations and Discussion		Nov 24 Group presentations and Discussion	
13	Nov 29 Group presentations and Discussion		Dec 1 Group presentations and Discussion	
	December 6 Note: Written Group Project Due			

General Information

If, on medical or compassionate grounds, you are unable to meet your academic responsibilities, i.e., unable to write term tests or final examinations or complete course work by the due date, you should follow the instructions listed below. You should understand that academic accommodation will not be granted automatically on request. You must demonstrate that there are compelling medical or compassionate grounds that can be documented before academic accommodation will be considered. Read the instructions carefully. In all cases, action must be taken at the earliest possible opportunity, preferably prior to the scheduled examination, test or assignment.

1. Check the course outline to see if the instructor has a policy for missed tests, examinations, late assignments or attendance. The course outline should include the preferred method of contact (e-mail, phone, etc.).
2. Inform the instructor prior to the date of the scheduled time of the test or examination or due date of the assignment. If you are unable to contact the instructor, leave a message for him/her at the department office.
3. Bring your request for accommodation to the Academic Counselling Office, Room 2105, Social Science Centre, telephone 519 661-2011 or fax 519 661-3384. Be prepared to submit documentation of your difficulties.
4. If you decide to write a test or an examination you should be prepared to accept the mark you earn. Rewriting tests or examinations or having the value of the test or examination reweighted on a retroactive basis is not permitted.

TERM TESTS and MID-TERM EXAMS

1. If you are unable to write a term test, inform your instructor (preferably prior to the scheduled date of the test). If the instructor is not available, leave a message for him/her at the department office.
2. Be prepared, if requested by the instructor, to provide supporting documentation (see below for information on acceptable forms or documentation). Submit your documentation to the Academic Counselling Office.
3. Make arrangements with your professor to reschedule the test.
4. The Academic Counselling Office will contact your instructor to confirm your documentation.

FINAL EXAMINATIONS

1. You require the permission of the Dean, the instructor, and the Chair of the department in question to write a special final examination.
2. If you are unable to write a final examination, contact the Academic Counselling Office in the first instance to request permission to write a special final examination and to obtain the necessary form. You must also contact your instructor at this time. If your instructor is not available, leave a message for him/her at the department office.
3. Be prepared to provide the Academic Counselling Office and your instructor with supporting documentation (see below for information on documentation).
4. You must ensure that the Special Examination form has been signed by the instructor and Department Chair and that the form is returned to the Academic Counselling Office for approval without delay.

Note: Make sure you know the date, time and location of the special examination. For more information see [Examinations - Common Situations](#).

LATE ASSIGNMENTS

1. Advise the instructor if you are having problems completing the assignment on time (prior to the due date of the assignment).
2. Submit documentation to the Academic Counselling Office.
3. If you are granted an extension, establish a due date.

4. Extensions beyond the end of classes must have the consent of the instructor, the Department Chair and Dean. A Recommendation of Incomplete form must be filled out indicating the work to be completed and the date by which it is due. This form must be signed by the student, the instructor, the Department Chair, and the Dean's representative in the Academic Counselling Office.

SHORT ABSENCES

If you miss a class due to a minor illness or other problems, check your course outlines for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate.

EXTENDED ABSENCES

If you are absent more than approximately two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. This must be done by the appropriate deadlines. (Refer to the Registrar's website for official dates.) The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed of your difficulties.

DOCUMENTATION

- **Personal Illness:** If you consult Student Health Services regarding your illness or personal problem, you should request a Student Medical Certificate from the physician. Once your documentation has been assessed, the academic counsellor will inform your instructor that academic accommodation is warranted.
- If you were seen by an off-campus doctor, obtain a certificate from his/her office at the time of your visit. The off-campus medical certificate form must be used. <http://www.uwo.ca/univsec/handbook/appeals/medicalform.pdf>. The doctor must provide verification of the severity of the illness for the period in question. Notes stating "For Medical Reasons" are not considered sufficient.
- **In Case of Serious Illness of a Family Member:** Obtain a medical certificate from the family member's physician.
- **In Case of a Death:** Obtain a copy of the newspaper notice, death certificate or documentation provided by the funeral director.
- **For Other Extenuating Circumstances:** If you are not sure what documentation to provide, ask an Academic Counsellor.

Note: Forged notes and certificates will be dealt with severely. To submit a forged document is a scholastic offense (see below) and you will be subject to academic sanctions.

ACADEMIC CONCERNS

- You need to know if your instructor has a policy on late penalties, missed tests, etc. This information may be included on the course outline. If not, ask your instructor.
- You should also be aware of attendance requirements in courses such as Business and English. You can be debarred from writing the final examination if your attendance is not satisfactory.
- If you are in academic difficulty, check the minimum requirements for progression in your program. If in doubt, see your Academic Counsellor.
- If you are registered in Social Science courses but registered in another faculty (e.g., Arts or Science), you should immediately consult the Academic Counselling Office in your home faculty for instructions.

FAILED YEAR

Procedures for completing a [Waiver of the Progression Requirements](#) (DEADLINE IS JUNE 30). [Click here for BMOS Waiver of Progression Requirements](#).

In your petition letter, you must address all of the following questions:

- What were the extenuating circumstances which contributed most significantly to your poor academic performance.) When did the problem(s) arise? Appropriate supporting documentation (eg. medical note from a doctor to document problems, or a letter from a family member or close personal friend to support compassionate grounds) must be submitted with the petition. If you need more information regarding the submission of appropriate documentation, please contact the Dean's Office.
- Answer the following questions:
 1. What attempts did you make at the time you were encountering problems that affected your academic performance to contact your instructors, Academic Counsellors, the staff in Student Development Centre (Learning Skills Counsellors), the Ombudsperson, or Student Health Services?
 2. What academic accommodation did you request at the time you were experiencing major problems that were affecting your academic performance?
 3. What steps did you take to minimize the impact on your academic work of the difficulties that you were encountering?
 4. Approximately what percentage of classes did you attend in each course?
 5. What assignments/tests/labs/quizzes/exams did you complete in each course?
 6. Please record the grades you received for assignments/labs/tests/quizzes/exams, etc in each course. If you failed to complete all the course requirements, explain and provide reasons.
 7. Please list the final grade earned in each course in which you were registered during the past academic year.
- Why do you think you would be successful in University-level academic studies, if your petition was granted?
- What are your academic goals?
 - What is your long-term degree/program objective?
 - In what specific program do you wish to register during the coming year?
 - What specific courses do you wish to take during the coming year?

NOTE: In (b) and (c), do not list courses or programs for which you are not currently eligible. You must check the prerequisites for the program and courses you wish to take.

DAN Management and Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities. Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may wish to contact Services for Students with Disabilities (SSD) at 661-2111 #82147 for any specific questions regarding an accommodation. More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>.