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**MOS 3321G – Consumer Behaviour**  
**Course Outline: Section 001 and 002 - Winter 2015**

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**Instructor: Jeff Rotman**  
**Office: SSC 4435**  
**Office Hours: Thursday & Friday 1:00 – 2:30 or by appointment**  
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**Course website: OWL (Sakai) MOS 3321G 001/002**

**CLASS LOCATION AND TIME**

Section 001:

Room: UCC 53

Time: 9:30am – 12:30pm

Section 002:

Room: SSC 3028

Time: 9:30am – 12:30pm

**COURSE CALENDAR DESCRIPTION:**

This course focuses on understanding and predicting consumer behaviour by integrating theories from psychology, sociology, anthropology and economics. Emphasis will be on how behaviour is shaped by internal and external influences. More specifically, this course focuses on what, when, how and most importantly why consumers buy. **3-hour lecture, half-year course.**

**Antirequisites:** None

**Prerequisites:** MOS 2320A/B or MOS 3320A/B and enrollment in 3rd or 4th year of BMOS.

Senate Regulations state: "Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

## **TEXTBOOK AND READINGS:**

Solomon, Michael R., Katherine White & Darren W. Dahl (2013). Consumer Behaviour: Buying, Having, and Being (6<sup>th</sup> Canadian Edition). Pearson Education Canada. ISBN: 978-0-13-216111-4.

I will also be periodically providing additional readings from academic journals, practitioners' journals and the popular press to illustrate and expand upon the concepts covered in the text.

## **COURSE OBJECTIVES**

This course has two main objectives:

- 1) Introduce students to the classic theories and practices of consumer behaviour and the implications of the most current academic research in the field.
- 2) Enable students to apply consumer behaviour concepts to real-world marketing problems and develop their own ideas about future research.

Consumer spending powers 70% of the Canadian economy, and understanding consumer behaviour is critical for successful marketing. Marketing begins and ends with the consumer—from determining consumer needs and wants to delivering consumer satisfaction. It would be relatively easy to design a marketing strategy if all consumers responded the same way. However, this is far from being the case. In fact, even the same individual consumer can behave in an inconsistent manner. Given a myriad of internal and external influences, consumer behaviour is complex, and predicting consumer behaviour is rather difficult.

## **EVALUATION**

<b>Exams:</b>	<b>55%</b>
Midterm Exam	20%
Final Exam	35%
<b>Course Assignments</b>	<b>20%</b>
Academic Article Review - Total	15%
Presentation	5%
Written	10%
Consumer Behaviour 'In The Wild'	5%
<b>Final Group Project</b>	<b>25%</b>

## Midterm and Final Exam

There will be a mid-term test and a final exam in the course. These may include a combination of 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 video presentations, class discussions/activities, and ALL assigned readings. Both the mid-term and final exams are closed-book. Non-programmable calculators may be permitted. The final exam will take place during the regular final examination period, and is cumulative (75% post-midterm material, 25% pre-midterm material).

**Dates:** TBD

## Consumer Behaviour 'In The Wild' (Due: Week 8)

This assignment is designed to get you thinking about how your consumption can be informed by the behavioural processes we discuss in this class. For example, perhaps you bought a computer. Tell me what factors went into this decision. You will want to draw on a variety of the core concepts we have discussed. The paper should be 3 - 5 pages double-spaced and should draw from course material AND academic journal articles. In addition, this should be unrelated to your academic article review topic, but it may help inform your final project.

## Academic Article Review: (Due: Week 4 – End of semester)

Consumer Behaviour theory is constantly evolving and much of what we learn is documented in academic journal articles. In order for you to grasp this ever-changing field of research, you are required to review one research article from a marketing or consumer behaviour academic journal. The purpose of this activity is to help students identify and analyze the key components of an empirical research study. You will be allowed to choose your own groups, but will be assigned to groups by week by week 2 if you haven't found one. **By Saturday January 13<sup>th</sup> (January 12<sup>th</sup> at midnight), your group and/or preferences will need to be decided.** Students should submit a) their group members, b) their three most desired sessions for presentations (ranked). Each area corresponds to the topic being covered that day. I will return groups and presentation dates by the following class (January 15<sup>th</sup>/16<sup>th</sup>).

The group will select one academic journal article and submit to the professor: a) the complete journal reference information (authors, publication date, journal, title, volume, issue, page numbers, etc.), and b) the abstract corresponding to the article. Suitable academic articles are those in which the investigators conducted at least two original studies (i.e., they did not just review a series of articles). **Articles should focus primarily on Consumer Behaviour.** All submissions are subject to the approval by the professor and may be rejected if they are unrelated to the objectives of the course or do not conform to the parameters of the assignment. **Submissions of the article are due by Week 3 (January 23/24),** although earlier submissions are encouraged.

\*Below is a list of high-quality Academic Journals that publish research in Consumer Behaviour. Your selected article should be drawn from one of these Journals. Articles marked with an asterisk (\*) are considered the top-level publications in our field.

*Journal of Consumer Research\**

*Journal of Marketing\**

*Journal of Marketing Research\**

*Journal of the Academy of Marketing Science*

*Journal of Consumer Behavior*

*Journal of International Marketing*

*International Journal of Research in Marketing*

*International Marketing Review*

*Journal of Retailing*

*Journal of Relationship Marketing*

*Journal of Consumer Marketing*

*Journal of Business Research*

*The European Journal of Marketing*

*Psychology and Marketing*

*Journal of Consumer Psychology\**

*Journal of Advertising*

*Journal of Advertising Research*

*International Journal of Advertising*

*Journal of International Consumer Marketing*

*Journal of Public Policy and Marketing*

*Journal of Services Marketing*

*Journal of Services Research*

**Presentations:** Starting at about week 4, 15-25 minutes of each class will be devoted to individual presentations. All group members must speak during the presentation.

**Written Component:** Prior to the presentation, groups will hand in a paper copy of the presentation slides to the professor, along with a typed, 6-10 page (double-spaced) summary and critique of the article.

The presentation and article summary should include the following:

- Complete Journal Reference Information (Note: this should be part of the cover page, and thus, does not count as part of the 3 pages for the summary/critique)
- The Research Problem, Rationale (Why Is This Worthy Of Study?) and Objectives
- Overview Of The Theory and Hypotheses
- Overview Of Methodology
- Main Findings
- Main Contributions:
  - Theoretical [How Is Consumer Behavior Theory Extended?] and/or
  - Applied [How Could Organizations Learn/Benefit From The Findings Presented Within?]
- Limitations of the research, new directions/approaches for future research
- A thorough critique of the article. I expect more details of your critique in the written component of the assignment.

### **Final Group Project (Due Week 12)**

Working in groups of 3-4 students (These should be the same groups as the academic review, but I will allow for switches on a per-case basis).

You will prepare a written research paper on a specific topic/issue in consumer behaviour. More details will follow during the course of the semester. You may choose one of the examples

below or choose one of your own. All topics must be cleared with me. Topics cannot be duplicated.

Here are some *examples* of topics:

- Male/female differences in information search and processing,
- Memory deficits in older consumers and the impact on promotion,
- Cross-cultural differences in shopping behaviour
- Strength of the proenvironmental attitude-behaviour relationship
- Subcultures of consumption
- Religious influences on consumer behaviour
- Gift-giving across cultures
- Self-concept and brand personality
- Colour connotations in advertising
- Viral marketing
- Sensory marketing and consumer behaviour

**By the 5<sup>th</sup> week (February 6-7<sup>th</sup>)**, all groups must submit (via email) a half-page summary of the proposed topic/issue (subject to approval by the professor). Each group must work on a *different* topic (if necessary, this will be determined on a “first-come, first-serve” basis).

**In evaluating your term project, I will utilize the following criteria:** synthesis and appraisal of the relevant literature on the topic; articulation of the relevance of the topic to companies, consumers and society (this includes identification of the key implications); originality (i.e., developing your own ideas), clarity of writing, grammar, syntax, formatting, and professionalism; identification of unresolved issues (requiring further research) in the topical area. The research paper should be approximately 15 double-spaced typed pages of text (not including the title page, executive summary, table of contents, references, and appendix materials) and should not exceed 20. **This term project is due at the beginning of class April 8/9**. All groups must hand in two hard (paper) copies, and upload one electronic copy to course website: Web-CT-OWL.

Students will have the opportunity to evaluate their group-members for both the academic article review and the final group project. Member evaluations will be taken into consideration when assigning final grades.

### **SEQUENCE OF COURSE TOPICS**

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

<b>Week</b>	<b>Date</b>	<b>Topics</b>	<b>Reading</b>
Week 1	January 8 / 9	Review of the course syllabus. Discussion of group assignments. What is consumer behaviour? <b><u>DUE</u>: Group Lists and preferences by Monday January 12<sup>th</sup></b>	Chapter 1

Week 2	<b>January 15 / 16</b>	Sensory systems, attention, interpretation, biases and learning.  <b>I will provide groups/topics</b>	Chapter 2
Week 3	<b>January 22 / 23</b>	Learning, Memory,. Cognitive networks, Implicit attitudes, Embodied cognition,  <b><u>DUE:</u> Article Submission</b>	Chapter 3
Week 4	<b>January 29 / 30</b>	Self-concept, gender roles, brand personality and psychographics.  <b><u>DUE:</u> Article presentations commence</b>	Chapter 4
Week 5	<b>February 5/6</b>	Formation of attitudes, modifying attitudes and communication effects.  <b><u>DUE:</u> ½ page summary of proposed consumer behavior research paper.</b>	Chapter 5 & 6
Week 6	<b>February 12/13</b>	Attitude Change and situational effects on behavior.	Chapter 7 & 8
Reading Week	<b>February 19/20</b>	<i>A good opportunity to work on research papers.</i>	
Week 7	<b>February 26/27</b>	Individual decision making, buying and disposing.	Chapter 9
Week 8	<b>March 5/6</b>	Social influence and social media.  <b><u>DUE:</u> Consumer Behaviour ‘In The Wild’</b>	Chapter 10
Week 9	<b>March 12/13</b>	Group Influence , Norms, Social Media,	Chapter 11

Week 10	<b>March 19/20</b>	Subculture, culture.	Chapter 12 & 13
Week 11	<b>March 26/27</b>	Culture , cultural influences, Values, Norms, power	Chapter 14
Week 11	<b>April 2 / Good Friday</b>	Review TBD (Thursday's class) <b><u>DUE</u>: Group Term Projects</b>	
Week 12	<b>April 9/10 - Study Days</b>		

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**Final Exam** to take place During Final Exam Period (**April 14-30, 2012**), Cumulative, but with strong emphasis on post-midterm topics.

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► *Students must read assigned chapters prior to attending the scheduled session.*

### **UNIVERSITY POLICY REGARDING ILLNESS**

The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, **in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation supplied (see below for process) indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.**

**Documentation shall be submitted, as soon as possible, to the appropriate Dean's office (the Office of the Dean of the student's Faculty of registration/home Faculty) together with a request for relief specifying the nature of the accommodation being requested.** These documents will be retained in the student's file, and will be held in confidence in accordance

with the University's Official Student Record Information Privacy Policy  
[http://www.uwo.ca/univsec/pdf/academic\\_policies/general/privacy.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/general/privacy.pdf) .

**Once the petition and supporting documents have been received and assessed, appropriate academic accommodation shall be determined by the Dean's Office in consultation with the student's instructor(s).** Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty.

**Academic accommodation shall be granted only where the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete his/her academic responsibilities. (Note: it will not be sufficient to provide documentation indicating simply that the student was seen for a medical reason or was ill.)**

**A form to be completed by off-campus physicians is available at:**  
[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf)

Whenever possible, students who require academic accommodation should provide notification and documentation **in advance of due dates, examinations**, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner.

In the case of a final examination in the course, the student must arrange for a Special Examination or Incomplete through their Dean's office, for which you will be required to provide acceptable documentation.

If you feel that you have a medical or personal problem that is interfering with your work, you should contact your instructor and the Faculty Academic Counselling Office as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. In general, retroactive requests for grade revisions on medical or compassionate grounds will not be considered.

### **Make Up Examinations**

The student must write a make-up exam if the regularly scheduled exam is missed for reasons for which adequate documentation is received by the instructor (this documentation must be supplied by the Academic Counseling office).

### **Attendance**

It is expected that students will attend all classes. Lecture slides will be provided, but additional notes will not be. Students are encouraged to obtain missed lecture notes from a fellow student.

## **UNIVERSITY POLICY ON CHEATING AND ACADEMIC MISCONDUCT**



Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses (see section 9.0 below). Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating. Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring. A copy of guidelines about how to avoid cheating can be obtained from the office of the Ombudsperson, Room 251 University Community Centre, (519) 661-3573.

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the Academic Calendar. Note that such offenses include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.

The penalties for a student guilty of a scholastic offense include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

## **PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS**

In the first instance, all appeals of a grade must be made to the course instructor (informal consultation). If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Assistant Program Director or Designate of the BMOS program. If the response of the Assistant Director is considered unsatisfactory to the student, he/she may then appeal to the Dean of the Faculty in which the course of program was taken. Only after receiving a final decision from the Dean, may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office.

### **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.

## **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.
5. Unexcused late assignments will receive a 10% deduction per day.

## **STUDENT RESPONSIBILITIES**

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis. If you miss a lecture, you should try to obtain this material from another student.

In this class, some students may be unaware that their private discussions are distracting to other people. If you feel that students are distracting your attention from the material, then you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), then please see the instructor. In addition, please avoid engaging in private discussions with other students during the lectures. To avoid unnecessary distractions, please arrive to each class on time.

## **Support Services**

The Registrar's office can be accessed for Student Support Services at <http://www.registrar.uwo.ca>.

Student Support Services (*including the services provided by the USC listed here*) can be reached at: <http://westernusc.ca/services/>).

Student Development Services can be reached at: <http://www.sdc.uwo.ca/>.

Students who are in emotional/mental distress should refer to Mental Health@Western [http://www.health.uwo.ca/mental\\_health/](http://www.health.uwo.ca/mental_health/) for a complete list of options about how to obtain help.

## **OTHER ISSUES**

### **Grade Policy**

The DAN Program has a grade policy which states that for courses in the 3000 range, the class average must fall between 70% and 75% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Assistant Director or Director. Class averages are not grounds for appeal.

### **Short Absences**

If you miss a class due to minor illness or other problems, check your course outlines for information regarding attendance requirements and make sure you are not missing a test or exam. Cover any readings and arrange to borrow the missed lectures 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. The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

### **Academic Concerns**

If you are experiencing academic difficulty, it is strongly recommended that you see your academic counsellor.

### **Important Dates:**

January 5, 2015 Winter Session classes begin

January 13, 2015 Last day to add a second-term half course

February 16, 2015 Family Day

February 16-20, 2015 Reading Week

March 7, 2015 Last day to drop a second-term half course without academic penalty

April 3, 2015 Good Friday

April 8, 2015 Winter Session classes end

April 9 & 10, 2015 Study Days

April 11-30, 2015 April examination period

### **Other Information**

- Bring student identification to exams
- Nothing is to be on/at one's desk during an exam except a pencil, an eraser, and the individual's student card
- Do not wear baseball caps to exams
- Do not bring music players, cell phones, beepers, or other electronic devices to exams

**For The University of Western Ontario Senate Regulations, please see the Handbook of Academic and Scholarship Policy at:**

**[http://www.uwo.ca/univsec/academic\\_policies/index.html](http://www.uwo.ca/univsec/academic_policies/index.html)**