
MOS 3321G Consumer Behaviour Course Outline: Section 003 – Winter 2016

1. Course Information:

1.1 Section 003

Class Location and Time:

UCC 65

Thursday, 1:30pm – 4:30pm

1.2 Contact Information:

Instructor: Jeff Rotman

Office: SSC 4434

Office Hours: Thursday 10:30am – 12:30, or by appointment.

Email: jrotman@ivey.ca

Website Address: <http://owl.uwo.ca/portal>

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 also wish to contact Services for Students with Disabilities (SSD) at 519-661-2111 ext 82147 for any specific question regarding an accommodation. More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>

2. Calendar Description

2.1 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.

3 lecture hours per week, 0.5 course

Antirequisite(s): None

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

2.2 Senate Regulations

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."

3. Textbook

Consumer Behaviour: Buying, Having, and Being, 6th Canadian Edition (Solomon, White, and Dahl), 2013, Pearson Canada, ISBN: 978-0-137-16111-4.

4. Learning Outcomes, Course Objectives, and Format

4.1 Learning outcomes:

Upon successful completion of MOS 3321, students will:

1. Identify the key terms, concepts, and theories of consumer behaviour
2. Evaluate the principal theories of consumer behaviour; critically assess strengths, limitations and applications
3. Apply consumer behaviour concepts to real world marketing problems and develop better marketing programs and strategies to influence those behaviours
4. Analyze the current trends in consumer behaviour; and apply them to the marketing of an actual product or service

4.2 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 interests.

4.3 Course format

A variety of methods and multimedia (e.g., lectures, cases, discussion, group exercises; PowerPoint, videos, websites) will be used to present the course content.

5. Evaluation

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| Exams: | 50% |
| Midterm Exam | 20% |
| Final Exam | 30% |
| Course Assignments | 25% |
| Consumer Behavior 'In the 'Wild' | 15% |
| In-Class assignments | 10% |
| Final Group Project | 25% |

5.1 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.. The final exam will take place during the regular final examination period and is cumulative.

The final exam will be cumulative. It will include a combination of multiple-choice questions, application and integration short-answer and/or essay questions, critical evaluation questions, as well as short cases. Questions can pertain to any of the materials covered during the course, including those covered in lectures, discussions, assigned readings, and other activities. The exam will be closed-book, and only non-programmable calculators will be allowed into the exam (if you

are unsure please ask your professor to check your calculator). Dictionaries are not allowed in exams, and cellphones must be turned off and stowed away.

5.3 In-class assignments

In-class assignments are designed to have you integrate the core concepts learned in class. Six times during the year, I will provide you with instructions on completing a short assignment. Some of the assignments will be completed in your group, while other times they will be done individually. Each assignment will be worth 2%. Full marks should be straightforwardly achieved if students come to class and are attentive. Each student's lowest mark will be dropped.

5.2 Consumer Behaviour 'In The Wild' (Due: March 17th)

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 recently 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 750 - 1500 words, double-spaced and should draw from course material AND academic journal articles. In addition, this should be unrelated to your final project topic.

5.4 Final Project (Due Week 12)

The group project (3 – 4 members) 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 will integrate core concepts into a real-world topic of interest, and (2) it encourages the expression of creativity—a critical characteristic of a good marketer.

Overall, the project is worth 25% of your final grade. It is suggested that you consult with the instructor while preparing your project. Getting feedback, while you are preparing the project, is likely to produce better results.

Guidelines for Final Project.

1. Select a current brand of interest. Groups and topics should be declared by January 28th.
2. Acquire background information on this brand. This information should come from the brand itself, applied/commercial publications (e.g., Wall Street Journal, Forbes, The Globe and Mail, etc.) and any relevant 3rd party/academic publications. You may even consider contacting companies and asking for the information you need.
3. Analyze the brand by applying concepts and 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. E.g. why does the brand use its current marketing strategy.
4. Provide an evaluation on the effectiveness of the brand's strategy and marketing tactics. You should focus on positive and negative aspects. This evaluation should include an explanation of consumer behaviour concepts or theories.
5. Provide an extension to the brand. This may be a new product or service, new communication strategy, etc. Be sure to explain why this strategy will be effective using consumer behavior concepts and theories.
6. You are encouraged to show submit as exhibits 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.

Final paper guidelines.

Each group is responsible for submitting a formal write-up of their group project. Your written report should be approximately 3000 to 3500 words, double-spaced and typewritten, excluding title page exhibits, figures, and references. Be sure to include source citations and a full list of references consulted.

For detailed project guidelines, see Project Guidelines on OWL. Working in groups of 3-4 students throughout the term, students will select an original product, develop a product extension, and employ course concepts and theories resulting in a thorough applied understanding of consumer behaviour.

6. Lecture and Examination Schedule

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| <p>Week 1 (January 7): Introduction to Consumer Behaviour</p> <ul style="list-style-type: none">• Introduction to the course, review of the course syllabus, discussion of the term projects• What is Consumer Behaviour, marketing strategy and consumers, needs and wants, the dark side of CB <p>Readings: Text Chapter 1</p> |
| <p>Week 2 (January 14): Perception, Learning and Memory</p> <ul style="list-style-type: none">• Sensory systems, exposure, attention, interpretation, biases,• Learning theories and process, memory• Cognitive Networks <p>Readings: Text, Chapter 2 & 3</p> |
| <p>Week 3 (January 21): Motivation and Affect</p> <ul style="list-style-type: none">• The motivation process: strength, direction, conflicts• Consumer Involvement• Affect: responses and emotions <p>Readings: Text Chapter 4</p> |
| <p>Week 4 (January 28): The Self; Personality, Lifestyles and Values</p> <ul style="list-style-type: none">• Perceptions on the self, self-concept, gender roles, and body image• Personality and brand personality, lifestyles and psychographics, values, trends <p>Readings: Text, Chapter 5, Chapter 6</p> <p>ASSIGNMENT DUE: Groups and Topics</p> |
| <p>Week 5 (February 4): Attitudes</p> <ul style="list-style-type: none">• Forming attitudes, attitude theories and models, how attitudes can predict behaviour• Normative influence <p>Readings: Text Chapter 7, Chapter 8.</p> |

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| Week 6 (February 11): MIDTERM EXAM |
| Week 7 (February 18): NO CLASS, Reading Week |
| Week 8 (February 25): Work on Group Assignment |
| Week 9 (March 3): Attitudes, Buying and Disposing <ul style="list-style-type: none"> • Situational effects • Post-purchase satisfaction and behaviour • Product disposal options Readings: Text Chapter 9 & 10 |
| Week 10 (March 10): Group Influence and Social Media <ul style="list-style-type: none"> • Reference groups, social comparison • Social media influence and trends Readings: Text, Chapter 11 |
| Week 11 (March 17): Income, Social Class, and Family Structure <ul style="list-style-type: none"> • More than just money, social class and status, social capital • Evolving family structure, family life cycle ASSIGNMENT DUE: Consumer Behaviour in the Wild Readings: Text, Chapter 12 |
| Week 12 (March 24): Subcultures, Cultural Influences <ul style="list-style-type: none"> • Subcultures and consumer identities by age, regions, ethnicity • Differing cultural considerations, globally vs. locally, cultural diffusion Readings: Text, Chapter 13, Chapter 14 |
| Week 13 (March 31): Creating and Diffusing Culture & Review Readings: Text, Chapter 15 |

7. University Policy Regarding Illness

7.1 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

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

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.

7.2 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).

7.3 Attendance

It is expected that students will attend all classes. The professor will post partially complete slides on OWL, and if a class is missed students are encouraged to obtain missed lecture notes from a fellow student.

8. 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 3135 WSS, (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.

9. 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.

10. Student Responsibilities

No late submissions of any course material will be accepted, unless there are extraordinary circumstances (such as illness) that are acceptable to the course instructor. All assignments **must be submitted in hard copy**, no digital (e.g., by email) submissions will be accepted unless pre-arranged with course instructor.

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. It is also expected that students will remain focused on the activities during the class. Disruptive talking will not be tolerated.

Cell phones should not be used (nor should they be left on) during class. While laptops are permitted (even encouraged), web-surfing and email checking, etc. will not be tolerated. This goes also for hand-held computers (e.g., Blackberry, iPhone).

11. Support Services

11.1 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/ for a complete list of options about how to obtain help.

12. Other Issues

12.1 Grade Policy

The DAN Program has a grade policy which states that for courses in the 3300-4499 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 Undergraduate Chair or Chair. Class averages are not grounds for appeal.

12.2 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.

12.3 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.

12.4 Academic Concerns.

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

12.5 Important Dates:

January 5, 2016 Winter Session classes begin
February 15 - 19, 2016 Reading Week
March 7, 2016 Last day to drop a second-term half course without academic penalty
March 25, 2016 Good Friday
April 6, 2016 Winter Session classes end
April 7 - 8, 2016 Study Days
April 9 - 30, 2016 April examination period

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