
MOS 3321F Consumer Behavior Course Outline: Sections – 002 & 003 Fall 2016



1. Course Information:

1.1 Class Location and Time:

Section 003: Mondays 9:30am - 12:30pm, Social Science Centre (SSC) 3022

Section 002: Tuesdays 1:30pm - 4:30pm, Social Science Centre (SSC) 3024

1.2 Contact Information:

Instructor: [Matthew Maxwell-Smith](#), PhD

Office: TBD

Office Hours: by appointment

Phone: n/a

Email: mmaxweluwo@gmail.com

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 519-661-2147 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 focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology and economics. Emphasis will be on how behavior is shaped by internal and external influences.

3 lecture hours, 0.5 course

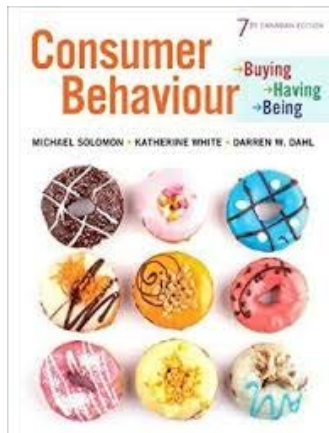
Antirequisite(s): confirm: none

Prerequisite(s): confirm: MOS 2320A/B or MOS 3320A/B and enrollment 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



Required: Solomon, Michael R., Katherine White & Darren W. Dahl (2015). Consumer Behaviour: Buying, Having, and Being (7th Canadian Edition). Pearson Education Canada. ISBN: 978-0-13-395809-6.

Additional readings from academic journals, practitioners' journals and the popular press may be assigned periodically, to illustrate and expand upon the concepts covered in the text. Class sessions will be devoted to applying, extending, and critiquing the assigned reading materials. Students must be prepared to talk about the material under consideration, and that means that students must read and critically think about the assigned materials before the scheduled class.

4. Course Objectives and Format

4.1 Course objectives

Welcome to Consumer Behaviour! Consumer spending powers 70% of the Canadian economy, and understanding consumer behaviour is critical to successful marketing. Marketing begins and ends with the consumer—from determining consumer needs and wants and delivering consumer satisfaction. Marketing would be relatively easy 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. Consumer behaviour is complex, and predicting consumer behaviour is rather difficult.



The course begins by investigating internal influences on consumer behaviours. Drawing from psychology, we look at perception, theories of learning and motivation, self-concept and values, as well as personality and lifestyles. We then consider the key roles played by attitudes on consumer behaviour, how attitudes are formed, and how attitudes can be changed. Next, we examine individual decision-making, including the decision-making process, and how other individuals, groups, families, as well as situational factors combine to influence the consumer. Incorporating theories and concepts from the domains of sociology and anthropology, in the latter part of the course we shift our focus to understanding consumer behaviour at the group level. Here we consider socio-demographic predictors of behaviour, various subcultures of consumers residing within and outside of Canada, and the critical roles played by culture on consumer behaviour. The course will also touch upon the research methods and critical thinking skills used to study consumer behaviour.

4.2 Course format



The lectures and readings are the base of knowledge acquisition, which will be supplemented by class discussions, presentations, assignments, games, and other activities. Together, these tasks are designed to provide students the opportunity to learn the theories and concepts of consumer behaviour, and to practically apply this knowledge to managerial contexts.

Students are expected attend all classes, and to remain in attendance throughout the entire class. Class sessions will be devoted to applying, extending and critiquing the material in the assigned readings. Therefore, it is very important that students be prepared to talk about the material under consideration, and

that means it is necessary to read and critically think about the assigned materials before coming to class. Outline versions of lecture notes will be made available to students as a courtesy, and it is expected that students download and use them to maintain the pace of lectures. Moreover, the outline notes contain learning objectives that illustrate what each student should grasp from the lecture and readings, and how they should prepare for the midterm and final exams. Full versions of notes will NOT be provided to students. All students are responsible for all course material, and should contact their peers for notes of missed classes. Lecture notes may not be available for guest speakers.

It is also expected that students will remain focused on the activities during the class; disruptive talking disturbs other students and the atmosphere of the class. If you bring a laptop/handheld device to class and decide to check email/chat/surf, etc., you will be asked to leave. Cell phones should not be used or left on during class. If you, as an individual student, find it necessary to leave the classroom during a lecture and/or presentation (i.e., for an emergency that cannot wait until the end of the class), please do so quietly. If you return to a class that is still in progress, please do so quietly.

5. Evaluation

Summary of Evaluation Components	
Components	Points/Percentage of Course Grade
Midterm Exam	25
Final Exam	25
Academic Article & Brand Analysis	10
Term Project	40

Students are **REQUIRED TO COMPLETE ALL COMPONENTS** of this course. There are no exceptions to this. Extra assignments to improve grades **will NOT** be allowed. Grades will **not** be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: *You* are responsible for your grades in this course.

Below is an abbreviated summary of the evaluation components, which will be described in more detail as the course progresses.

1. Midterm Exam (25pts) and Final Exam (25pts):

There will be a mid-term and final exam in the course. These may include a combination of multiple-choice, quantitative problem solving, qualitative appraisals, short answer questions, 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. **Dictionaries are NOT allowed into the examinations.** Non-programmable calculators may be permitted; if you are unsure, please ask your professor to check your calculator. The final exam will take place during the regular final examination period, and is non-cumulative (100% post-midterm material). Exams will not be returned to students but may be reviewed in the instructor's office.

Exams will be scored using the program Scan Exam which examines the answer sheets for unusual coincidences in the pattern of answers given which may be indicative and used as supporting evidence of cheating.

2. Team Assignments and Term Project:

Throughout the term students will work in teams on an application assignment and a term project that will be conducted outside of class. These assignments are designed to supplement your learning and highlight how course concepts can be applied to real-life marketing settings. Students will be randomly assigned to their teams within the first two weeks of the term. Teams will consist of 5-6 students.

An overview of the requirements for each assignment is presented below. Students should also monitor the course web site and attend lectures throughout the term regarding the requirements for assignments. Wherever indicated, **assignments and projects are due at the beginning of class. No late submissions of any course material will be accepted**, unless accompanied by your faculty's academic counsellor.

2.1 Academic Article & Brand Analysis (10pts):

This assignment involves two parts. For the first part, you are required to select and review one research article from a marketing or consumer behaviour academic journal. For the second part, you are required to select and analyze a current brand from the perspective of the concepts and theories discussed in this course, and more specifically, the article that you have reviewed. The purpose of this assignment is twofold: i) help you identify and analyze the key components of an empirical research study; and ii) help you synthesize and apply concepts learned from class and consumer behavior research to real-world phenomena.

To start, **the team will select one academic journal article, a relevant brand, and submit to the professor (via e-mail):** (i) the complete journal reference information (authors, publication date, journal, title, volume, issue, page numbers, etc.), (ii) the abstract corresponding to the article, and (iii) a brief description of the brand and how it relates to the selected 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). Students cannot select a brand that has been directly examined or experimentally manipulated by the researchers of the article. **Submissions are due by Week 3 (Sept 26/27)**, although earlier submissions are encouraged. 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. **The full article and brand analysis is due at the beginning of class on Week 4 (Oct 3/4).**

Additional details regarding the requirements and marking scheme of this assignment will be discussed in class and posted to our class web site later in the term.

2.2. Term Project (40pts):

This project requires that students work in the same teams as for the team assignment on a unique task: **create the next great niche museum.** In short – you need to create a museum that will become an important destination and source of vacation pleasure in consumers' lives. Your new museum must be located in Canada, directed primarily to a GLOBAL target audience of adults that you designate, and be a Canadian tourist attraction designed to appeal to tourists from around the world. Below is a brief overview of the components for the term project, which are due at different points throughout the term and will be explained in further detail as the term progresses.

Team Memo (mandatory): Meet with your team – as soon as possible! For this introductory task you are required to give yourselves a team name, and logo. You must also describe between 6-12 theme ideas for a new museum that you would enjoy working on throughout the term. **The team memo is due at the beginning of class on Week 3 (Sept 26/27).** I will provide feedback on your submission in Week 4 to help you focus on a few workable museum ideas, although your final choice won't be decided yet. Note: **Your team cannot begin or submit any other project components before completing this important stage.**

Progress Report 1 (5pts): This report has two parts. For the first part, your team is required to collect and analyze secondary data about the museum sector in Canada, to appropriately identify any challenges opportunities, and relevant consumer trends. For the second part, your team members must conduct your own primary research in the format of directed interviews and/or a focus group with members of your expected target audience. Progress Report 1 must synthesize the feedback you received from your Team Memo, your secondary and primary research, and briefly propose between two to three refined ideas for a new niche museum that follow logically from your analyses. Guidelines for conducting directed interviews or a focus group for this project will be provided later in the term. **Progress Report 1 is due at the beginning of class on Week 6 (Oct 17/18).** I will provide feedback on Week 7; your final museum choice will subsequently be decided at this stage.

Progress Report 2 (5pts): For this report, your team is required to describe basic strategic decisions of your museum that correspond loosely to the 4Ps of marketing. You must include a description of your i) proposed museum (e.g., name, rationale, positioning, content of museum regarding artifacts and amenities, pricing strategy, atmospherics); ii) target audience, iii) competition, iv) rollout/implementation plans (e.g., choice of city, location within city, activities for a “grand opening” that will build awareness and excitement among your target audience). **Progress Report 2 is due at the beginning of class on Week 9 (Nov 14/15).**

Team Presentation (10pts): Your team will prepare a presentation of your ideas and strategic decisions for your museum. You will be expected to synthesize the information and feedback from Progress Reports 1 and 2. A key component of this presentation is to outline new ideas for additional marketing decisions that touch on relevant consumer behavior research discussed in this course. For example, you will be expected to present ideas regarding customer benefits, relevant aspects of the self that are fulfilled/satiated by your museum, consumer co-creation activities, use of interpersonal influence, brand alliances/celebrity endorsements, advertising and persuasion, souvenirs, etc. You will also be expected to discuss how you will track and achieve success. Ultimately, you want to sell me and the class (your investors) on how and why this museum will grow its consumer base to self-sustaining levels within a few years. The presentation will be no more than 20minutes long with 5 minutes of question and answer. All team members must speak during the presentation. Prior to the presentation, teams will hand in a paper copy of the presentation slides to the professor. **Team presentations will be delivered within the final two weeks of the term.**

Final Report (20pts): Your team will prepare a final report that synthesizes the information and feedback from both progress reports and your presentation. The format of this report will be explained later in the term. **The Final Report is due by 12pm in my assigned office a week after the final week of class (Dec 12/13).**

For this component of the course grade, the written report is worth 20pts and the presentation is worth 10pts. A failure of either task will result in a failing grade for the final project component of the course.

4. Peer Review:

In the final calculation of your assignment and term project grades *your peers' evaluations will also be taken into account* and your grade(s) may be adjusted if the evaluations in the team indicate an uneven distribution of contribution and effort. If, for example, a student's team received a 85% grade on an assignment but the student only earned 80% of the possible points from this assignment based on evaluations from his or her teammates, s/he will earn only 80% of that mark, i.e., s/he will finish with a 68% grade.

There will be two peer evaluations throughout the semester: the first at the beginning of class in Week 9 (Nov 14/15), and the second within one day of handing in the final term project report (Dec 13/14). If you receive less than 100% on the first peer evaluation, I'll provide you with feedback so that you can be aware of your level of contribution and can compensate for it during the rest of the semester. Only the final peer evaluation will be considered in grading. Peer evaluation sheets will be distributed in class later during the semester, and the information that is provided will remain confidential.

5. Bonus Participation Mark:

Students are expected to participate in and make regular contribution to class discussions. Merely attending class is not considered sufficient for “participating” in class. Weak contributions reflect poor classroom etiquette, or little effort to contribute to the discussion. Adequate contributions consist of responding to questions. Strong contributions are those which reflect that the student has read the assigned materials before class and has an accurate understanding of the content. Students who contribute **strongly** and **regularly** will received the full bonus marks (3%).

6. Lecture and Examination Schedule

Section 003 dates correspond to Mondays beginning Sept 12; Section 002 dates correspond to Tuesdays beginning Sept 13. The schedule is subject to change at the discretion of the course instructor. **Additional readings may be assigned periodically throughout the term.**

Week 1 (September 12/13):

Introduction to Consumer Behaviour

- Introduction to the course, review of course syllabus, discussion of team assignments
- What is consumer behaviour, marketing strategy and consumers, needs and wants, the dark side of CB
- Research methods

Readings: Chapter 1



Week 2 (September 19/20):

The Cognitive Consumer: Perception, Learning and Memory

- Sensory systems, exposure, attention, interpretation, biases,
- Learning theories and process, memory

Readings: Chapter 2, Chapter 3



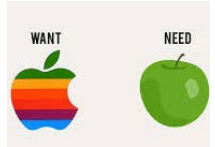
Week 3 (September 26/27):

Motivation and Affect

- Critical thinking about consumer behaviour
- Needs and wants, motivation process and strength, involvement

Readings: Chapter 4; article

ASSIGNMENT DUE: TEAM MEMO for assignments and term project; preferred date for team presentation; Submissions for Academic Article & Brand Analysis (Team Assignment 1)



Week 4 (October 3/4):

The Self, Personality, and Lifestyles

- Perceptions on the self, self-concept, gender roles and body image
- Personality and brand personality, lifestyles and psychographics, values

Readings: Chapters 5 & 6

ASSIGNMENT DUE: Academic Article & Brand Analysis (Team Assignment 1)



Week 5 (October 10/11): [*no class – Thanksgiving Holiday*]

- *Work independently on Term projects*



Week 6 (October 17/18):

Attitudes: Formation & Change

- Formation of attitudes, attitudes as predictors of behaviour, modifying attitudes, communication effects on attitudes
- Modifying attitudes, communication effects on attitudes

Readings: Chapters 7 & 8

ASSIGNMENT DUE: Term Project Progress Report 1



Week 7 (October 24/25): MIDTERM EXAM (Date & Time TBD; 120 minutes)

- Corresponding to topics covered during Weeks 1-6.

Week 8 (November 7/8):

Decision-Making: Individuals and Situations

- The stages in consumer decision-making, situational effects on behaviour
- buying and disposing
- Post-purchase satisfaction and behaviour

Readings: Chapters 9 & 10



Week 9 (November 14/15):

The Social Consumer: Group Influences and Families

- Reference groups and conformity, W.O.M, opinion leaders, family decision making and roles
- Income and consumer spending patterns, social class and status symbols

Readings: Chapter 11, Chapter 12

ASSIGNMENT DUE: Term Project Progress Report 2



Week 10 (November 21/22):

The Social Consumer: Subcultures; Cultural Influences on Consumer Behaviour

- Subcultures and consumer identities by age, regions
- What is culture, characteristics of culture, culture and consumption, Myths and rituals

Readings: Chapters 13 & 14



Week 11 (November 27/28):

The Social Consumer: Creation and Diffusion of Culture

- Cultural selection and diffusion, meaning transference

Readings: Chapter 15

ASSIGNMENT DUE: Term Project Presentations



Week 12 (December 5/6):

- Special topics: Sustainable consumption trends
- Exam review

ASSIGNMENT DUE: Term Project Presentations



December 12/13: No class

ASSIGNMENT DUE: Term Project Final Report due 12pm



During final exam period (December 10-21, 2016): FINAL EXAM

- 3 hours, closed book. Location, time, date: TBA
- NON-CUMULATIVE → Corresponding to topics covered in weeks 8-12. This includes assigned text chapters, assigned supplementary materials, and classroom discussions.



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 does not provide access to lecture notes. 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 WSSB, (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

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. Please note that the instructor will not be providing copies of lectures notes or overheads. Therefore, 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.

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 3000-4000 range, the class average must fall between 70% and 77% 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:

September 16: Last day to add a full course or first term half course on campus and Distance Studies.

October 10: Thanksgiving Holiday. All offices closed.

October 27 – 28: Fall Study Break

November 5: Last day to drop a first term half course without penalty.

November 30: Last day to drop a full year course without penalty.

December 7: Classes end

December 8 – 9: Study Days

December 10 -21: Examination Period

December 22: First term ends

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

13. FREQUENTLY ASKED QUESTIONS

Question	Answer
How can I succeed in this course?	Attend class and do all the assigned readings, and assignments. Focus on the learning objectives that I post on each lecture each week.
I missed the exam because I was out of town, I lost my phone, I forgot ...	A missed exam will result in a mark of zero. You are responsible for calendaring the exams and arriving on-time to write them.
I missed an exam because I was sick or there was a death in my family.	See the section of the course outline on ILLNESS AND SPECIAL CIRCUMSTANCES
I have a lot of mid-terms or projects at once. Can I write the make-up exam?	Make-up exams for exam conflicts are not available unless you have three exams within a 24 hour period.
When will the exam grades be posted?	Mid-term grades are posted on OWL when they become available. Final exam grades and final course grades are not posted on OWL.
Can I come and see my exam?	You can review your exam during office hours or at any other mutually convenient time.
Can I use a different textbook?	You can use a different textbook, but it is your responsibility to ensure that you are learning all of the assigned material. Be aware that different textbooks may be organized differently and may cover different material.
Student(s) in my team are not doing their fair share of work.	I recommend discussing schedules, expectations, and attempting to resolve conflicts with your team before seeing me, and before the peer evaluations are due.
There is so much material. How can I possibly remember everything?	You do not need to remember everything in the book. Focus on the learning objectives that I post on each lecture each week.
This mark is going to prevent me from getting accepted at graduate school.	Grades are given based on actual performance, as set out on the course outline. In order to be fair to all the students in the course, grade adjustments, extra assignments, and the reweighting of course components are not available.
I need a certain mark to get or maintain a scholarship	
I tried really hard but I still got a poor mark.	
This is the lowest mark I have ever received.	