
MOS 3321G Section – 003

Consumer Behaviour

Winter 2019

Course Outline

1. Course Information:

- 1.1 Class Location and Time:
Thursday 3:30pm to 6:30pm, SSC 3026
- 1.2 Contact Information:
Instructor: Dr. Scott Connors
Office: 4084
Office Hours: Wednesday 9:00am to 12:00pm
Phone: 661-2111 x82653
Email: sconnor4@uwo.ca

DAN Department of 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 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, 0.5 course

Antirequisite(s): None

Prerequisite(s): MOS2320A/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. Readings

Text: Consumer Behaviour: Buying, Having, and Being, 7th Canadian Edition (Solomon, White, and Dahl), 2017, Pearson Canada, ISBN: 978-0-13-395809-6

Additional Readings and Handouts (available on OWL).

4. Course Objectives and Format

4.1 Learning outcomes:

Upon successful completion of MOS 3321, students will:

- Identify the key terms, concepts, and theories of consumer behaviour
- Evaluate the principal theories of consumer behaviour; critically assess strengths, limitations and applications
- Apply consumer behaviour concepts to real world marketing problems and develop better marketing programs and strategies to influence those behaviours
- 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.

4.3 Course format

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

5. Learning Outcomes

There are five evaluation components in the course. 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. It is important to monitor your performance in the course: **YOU** are responsible for your grades.

6. Evaluation

In-Class Contribution	10%
Group Project (Print and Video)	20%
Article Review	10%
Midterm Exam	30%
Final Exam	30%

Exams will be combination of short answer, multiple choice, true/false, and calculations in **format** and is a **closed book examination. Dictionaries are NOT allowed, and only non-programmable calculators will be allowed into the exam.**

Each exam is non-cumulative. Questions can pertain to any of the material covered during weeks prior to each exam, including those topics contained in video presentations, class discussions/activities, and assigned readings.

Some components of the exams may 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.

7. Lecture and Examination Schedule

Midterm exam will be held in class on Wednesday, February 28th.

Final exam TBA (during final exam period)

For full course schedule see OWL.

8. University Policy Regarding Illness

8.1 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.

8.2 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). If you have a conflict with one of the exam dates, it is your responsibility to **discuss it with me by the add/drop date and provide documentation of the conflict**. If your documentation is approved, you will be allowed to write a make-up exam at 9:00AM on the Friday following the regularly scheduled exam. Make-up exams may or may not be the same format as the regularly scheduled exam.

If you miss an exam due to illness or other unforeseen reason, you must email me within 24 hours of the regularly scheduled exam and provide documentation of the reason for missing the exam to your Academic Counsellor. I strongly urge you to visit a doctor on the day of the missed exam to obtain documentation of your illness. If your Academic Counsellor and I agree that your reason for missing the exam is legitimate and supported by your documentation, you will be allowed to write a make-up exam at 9:00AM on the Friday following the regularly scheduled exam. Make-up exams may or may not be the same format as the regularly scheduled exam.

8.3 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.

9. University Policy on Cheating and Academic Misconduct

9.1 Cheating:

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.

10. 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 Department Chair or Designate of the DAN Department of MOS. If the response of the Chair 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.

11. Student Responsibilities

No late submissions of any course material will be accepted, unless there are extraordinary circumstances (such as illness) that are acceptable to both the course instructor and Academic Counselling. All assignments **must be submitted as instructed**, and those indicated in the syllabus as requiring submission through Turn-It-In (the Marketing Research Report) must also be submitted electronically via OWL. No other form of digital (e.g., by email) submissions will be accepted unless pre-arranged or directed by the 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 complementary. 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.

Cell phones should not be used (nor should they be left on) during class. While laptops and tablets are permitted, web-surfing and email checking should be limited to class purposes.

12. Support Services

12.1 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.

13. Other Issues

13.1 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 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.

13.2 Short Absences

If you miss a class due to minor illness or other problems, check your course outline to make sure you are not missing a test or exam. Cover any readings and arrange to borrow the missed lectures notes from a classmate.

13.3 Extended Absences

If you are absent more than 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.

13.4 Academic Concerns

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

13.5 Important Dates:

January 7, 2019 Classes begin

January 15, 2019 Last day to add a full course or first-term half course

February 19 - 22, 2019 Spring Reading Week

March 7, 2019 last day to drop a second term half course

April 9, 2019 Spring Session classes end

April 10, 2019 Study Day

April 11-30, 2019 Spring 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