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# MOS 3321F Section – 003

## Consumer Behaviour

### Fall 2019

## Course Outline

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### 1. Course Information:

#### 1.1 Class Location and Time:

Monday 1:30pm to 4:30pm, UCC 60

#### 1.2 Contact Information:

Instructor: Dr. Glen Gorman

Office: TBD

Office Hours: TBD

Phone: TBD

Email: [ggorman3@uwo.ca](mailto:ggorman3@uwo.ca)

DAN Department of Management & 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): 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.”

This regulation is in regards to the COURSES required. Students not in BMOS are permitted to enroll in up to 1.0 MOS courses, per the Academic Timetable.

## 3. Textbook

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

The DAN Department of Management and Organizational Studies as a whole draws upon an evidence-based management approach. Evidence-based management is the systematic process of gathering evidence from multiple sources, critically appraising the evidence, and using that evidence in making and evaluating management decisions to improve organizational performance.

### 4.1 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.

### 4.2 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

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.

## 6. Evaluation

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.

*Component 1: Academic Article and Brand Analysis*

Due Date: Oct 28

Grade: 10%

*Component 2: Group Project*

Due Date: Various (see lecture schedule)

Grade: 40%

*Component 3: Midterm*

Due Date: Oct 21

Grade: 25%

*Component 4: Final Exam*

Due Date: TBD

Grade: 25%

### 6.1 Exams

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.

**Electronic devices of any kind (including cell phones, smart watches and calculators) are NOT permitted at exams.**

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text. The midterm will be in class time. The final exam will be scheduled during the exam period. Exams will not be returned to students but may be reviewed in the instructor's office.

**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.**

The DAN Department has a grade policy which states that for courses in the 3000 and 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.

## 6.2 Academic Article and Brand Analysis

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, **you will select one academic journal article, a relevant brand, and on OWL:** (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 6 (Oct 14)**, 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 8 (Oct 28).**

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

## 6.3 Group Project

Term Project (40pts): This project requires that students work in groups for the team assignment on a unique task: to assist a local (fictional) activity entertainment company (e.g., VR, trampoline park, escape room) in increasing their sales. 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 the activity that the business you have chosen offers to customers. The team memo is due at the beginning of class on Week 3 (Sept 23). I will provide feedback on your submission in Week 4. You will also be assigning roles to each group member. Examples of roles are: 1) editor, 2) communications officer, 3) graphic designer. 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 entertainment 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 an activity entertainment business 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 14). I will provide feedback on Week 7.

Progress Report 2 (5pts): For this report, your team is required to describe basic strategic decisions of the business that correspond loosely to the 4Ps of marketing. You must include a description of your i) business (e.g., name, rationale, positioning, services offered, pricing strategy, atmospherics); ii) target audience, iii) competition, iv) rollout/implementation plans (e.g., location within city, activities for a “grand reopening” that will build awareness and excitement among your target audience). Progress Report 2 is due at the beginning of class on Week 10 (Nov 11).

Team Presentation (10pts): Your team will prepare a presentation of your ideas and strategic decisions for your business. 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 the business, 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 (potential investors in the business) on how and why this business will grow its consumer base to self-sustaining levels within a few years. The presentation will be no more than 20 minutes 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 on the last day of class (Dec 2).

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 9).

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.

Peer Evaluation: All team members are expected to be good group citizens. As such, a peer evaluation component will be used for the team project. Each member will submit a fair evaluation of themselves and each of their group members. From the average of those evaluations, a weight will be created and applied to each individuals' group mark. Depending on the weight, individual grades could be higher or lower than the group mark, or remain unchanged. More details about the peer evaluations will be provided in class.

## 7. Lecture and Examination Schedule

See Schedule on OWL.

Midterm exam will be held in class on October 21.

Final exam TBA (during final exam period)

## 8. Student Responsibilities

For Students should familiarize themselves with Western University Senate Regulations, please see: [http://www.uwo.ca/univsec/academic\\_policies/index.html](http://www.uwo.ca/univsec/academic_policies/index.html).

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.

**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.

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

### 8.1 Respect

Please act respectfully towards the classroom, the Professor and your fellow students. Acting respectfully means arriving on time, turning off phones, avoiding private discussions during lectures, refraining from viewing non-course material on your laptops, and cleaning up after yourself. Acting respectfully provides a better learning experience for everyone.

Private in-class discussions are distracting to students and the Professor. If other students are distracting your attention from the material, you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), please see the instructor.

Late arrivals are also distracting. Please try to arrive on time for classes.

### 8.2 No Recording of Classes

Students are not permitted to record any portion of a class, audio or video, without the prior written permission of the professor.

### 8.3 Copyright Notice

Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may **not** record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, and other course materials publicly and/or for commercial purposes without my written consent.

## 9. Exam Policies

- 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, or other electronic devices to exams.
- To ensure fairness to all students, questions will not be answered during exams.

## 10. E-mail Policies

The following policies apply to all emails between students and the Professor. Please respect the fact that the Professor receives hundreds of emails from students and must deal with those emails in a fair and organized manner. Unacceptable emails will receive a reply saying only "Please see Email Policies on the course outline".

### 10.1 UWO.CA Email Addresses Only

For privacy reasons, students must use their Western email accounts to contact the Professor. The Professor will not respond to emails from non-uwo.ca addresses (e.g. hotmail.com, gmail.com, etc.).

### 10.2 Subject Line Must Include Course and Section Number

The subject line of emails must contain the name or number of the course, and the section number in which the student is enrolled. The Professor teaches different courses and sections and cannot properly respond to questions if he does not know which course or section you are enrolled in.

### 10.3 Acceptable Emails

- questions about the course content or materials
- asking to set up an appointment to ask questions or review an exam
- notification of illness or other special circumstances
- providing constructive comments or feedback about the course

### 10.4 Unacceptable Emails

- questions that may be answered on OWL or on this course outline
- asking when grades will be posted
- asking what grade a student received
- asking where or when an exam is scheduled or the material covered on an exam
- requests for grade increases, extra assignments, or reweighting of course components

## 11. 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.

### 11.1 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.

### 11.2 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. Grade Fairness

Fairness requires that all students be treated equally and be evaluated using the criteria set out in this course outline. The evaluation criteria are based on actual achievement and not on how hard a student has tried.

Claims by students of an excellent academic history, good attendance record, need to obtain or maintain a scholarship, desire to be admitted to Ivey or graduate school, or other personal issues, cannot be used to justify a higher grade in the course or a reweighting of course components. There is no extra work or assignments available for extra credit or to “make up” for a course component that was missed or performed poorly.

## 13. Posting of Grades

Midterm exam grades will be posted on OWL once the grades are available. Final exam grades and final course grades are not posted on OWL and are available once they have been posted by the Registrar under “Academic Summary” at the [Student Centre](#) website.

## 14. University Policy Regarding Illness

### 14.1 Illness

For details on University Policy and student responsibilities go to:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/Academic\\_Consideration\\_for\\_absences.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf)

Students who experience an extenuating circumstance (illness, injury, or other extenuating circumstance) sufficiently significant to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

- i. Submitting a Self-Reported Absence form provided that the conditions for submission are met (maximum of 2 from September to April, valid for 48 hours or less, on course work worth less than 30%); or
- ii. For medical absences, submitting a Student Medical Certificate (SMC) : [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf) signed by a licensed medical or mental health practitioner in order to be eligible for Academic Consideration; or
- iii. For non-medical absences, submitting appropriate documentation (e.g., obituary, police report, accident report, court order, etc.) to Academic Counselling in order to be eligible for academic consideration. Students are encouraged to contact their Academic Counselling unit to clarify what documentation is appropriate.

Students seeking academic consideration:

- are advised to **consider carefully the implications** of postponing tests or midterm exams or delaying handing in work;
- are encouraged to make appropriate decisions based on their specific circumstances, recognizing that minor ailments (upset stomach) or upsets (argument with a friend) are not an appropriate basis for a self-reported absence;
- **must communicate with their instructors no later than 24 hours** after the end of the period covered by either the self-reported absence or SMC, or immediately upon their return following a documented absence.



## 14.2 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](#)).

The date and time of the make-up examination will be set by the instructor, who will communicate the date to the student.

If a student is unable to meet the scheduled make-up as agreed, then the student is responsible for obtaining new accommodations from Academic Counselling, and seeking a new make-up date with the instructor within a reasonable time frame.

## 15. University Policy on Cheating and Academic Misconduct

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.

A copy of guidelines about how to avoid cheating can be obtained from the office of the [Ombudsperson](#), Room 3135 WSSB, (519) 661-3573, [ombuds@uwo.ca](mailto:ombuds@uwo.ca).

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses. 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.

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.

## 16. Procedures For Appealing Academic Evaluations

1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation).
2. If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Undergraduate Chair: Student Affairs of the Department of Management and Organizational Studies.
3. If the response of the Undergraduate 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.
4. 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](#).

## 17. Support Services

### 17.1 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/](http://www.health.uwo.ca/mental_health/) for a complete list of options about how to obtain help.

### 17.2 Academic Concerns.

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