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**MOS 3321F Consumer Behaviour**  
**Course Outline: Section – 002 / Fall 2012**

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**1. Course Information:**

**1.1. Class Location and Time:**

**Room:** UCC 54B

**Time:** Tuesdays 9:30 AM to 12:30 PM

**1.2. Instructor:** Dr. Wonkyong Beth Lee (Ph. D.)

**Office:** SSC 4313

**Office Hours:** Tuesdays 12:30 PM to 2:00 PM

**Phone:** 661-2111 x89217

**Email:** [wlee322@uwo.ca](mailto:wlee322@uwo.ca)

**Website Address:** <https://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**

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.

**2.1. 3 lecture hours, 0.5 course**

**2.2. Antirequisite(s):** None

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

**2.4. 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 and Readings

**3.1 Required Textbook: Consumer Behaviour: Buying, Having, and Being, 5<sup>th</sup> Canadian Edition** (Solomon, Zaichkowsky, Polegato), 2011, Pearson Canada, ISBN: 978-0-137-01828-4

**3.2 Additional Readings:** Four additional readings are assigned. You must read the assigned readings before the scheduled class and be prepared to talk about them.

#1. Williams, P. & Aaker, J. (2002), "Can Mixed Emotions Peacefully Co-exist?" *Journal of Consumer Research* 28, 636-649.

#2. White, K. & Dahl, D. W. (2006), "To Be or Not Be: The Influence of Dissociative Reference Groups on Consumer Preferences," *Journal of Consumer Psychology*, 16 (4), 404-413.

#3 Shavitt, S., Lee, A. Y., & Johnson, T. P. (2008), "Cross-cultural Consumer Psychology" In C. Haugtvedt, P. Herr, and F. Kardes, (Eds.), *Handbook of Consumer Psychology*. New York: Psychology Press. Pp. 1103-1131. [http://business.illinois.edu/shavitt/Handbook Chapter page proofs.pdf](http://business.illinois.edu/shavitt/Handbook%20Chapter%20page%20proofs.pdf)

#4 Shavitt, S., Lalwani, A., Zhang, J., & Torelli, C., (2006). "The Horizontal/Vertical Distinction in Cross-cultural Consumer Research" , *Journal of Consumer Psychology*, 16 (4), 325-342.  
[http://business.illinois.edu/shavitt/Shavitt et al Target Article JCP 2006.pdf](http://business.illinois.edu/shavitt/Shavitt%20et%20al%20Target%20Article%20JCP%202006.pdf)

### 4. Course Objectives and Format

#### 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, CDs, videos, website) will be utilized. Students are expected to do the required readings before coming to class each week.

#### Code of Behaviour

Students are expected attend all classes, and to remain in attendance throughout the entire class. It is also expected that students will remain focused on the activities during the class. **Disruptive talking will not be tolerated. If you bring a laptop/handheld device to class and decide to check email/chat/surf, etc., you will be asked to leave the room.** If you, as an individual student, find it necessary to leave the classroom during a lecture and/or presentation, do so quietly (i.e., for an emergency that cannot wait until the end of the class). If you return to a class that is still in progress, do so quietly. Groups of students leaving (and/or returning) together while a class is in progress will not be tolerated. Research shows that failure to attend class can have a negative impact on one's grade. All students are responsible for all course material. **Smart phones shall not be used (nor should they be left on) during class.**

## 5. Evaluation

1. Exams		<b>55%</b>
Midterm Exam	20%	
Final Exam	35%	
2. Advertisement Analysis		<b>5%</b>
3. Review an Academic Article		<b>10%</b>
3. Group Project		<b>30%</b>
Presentation	10%	
Paper	20%	
<b>Total</b>		<b>100%</b>

### 5.1 Mid-Term and Final Exam

A mid-term test and a final exam represent 20 and 35 percent of your final grade for this course, respectively. Both can include 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 the text, video presentations, and class discussions/activities. The mid-term and final exams are closed-book. Even though the final exam covers the entire course, major emphasis will be on material since the mid-term.

Dates of Mid-Term Test, and Final Exam	
<b>Mid-Term</b>	Tuesday, October 23rd- <i>in class</i> (120 minutes)
<b>Final Exam</b>	Date/Time/Place: _____/_____/_____ (3 hours) <i>To take place sometime during final exam period</i>

### 5.2. Advertisement Analysis Assignment

Select an advertisement from a magazine. Among the four consumer behaviour concepts listed below, pick two concepts and analyze your advertisement accordingly. Submissions should be no more than three pages (not including title page), typed, double spaced, and use 12 point font with one inch margins. Be sure to identify the source of the advertisement (title of magazine, date of issue) and attach the advertisement to your assignment. The assignments are due at the beginning of class on **October 16th**. **Late submissions will not be accepted.**

The four concepts you can choose from are:

- Ambivalence
- Extended Self
- Lifestyle
- Involvement (e.g., high/low, affective/cognitive involvement)

### 5.3. Review an Academic Article

The field of consumer behaviour is constantly evolving. In order for you to grasp this ever-changing field of research, you are required to review one research article from a marketing or consumer behaviour academic journal\*. The purpose of this activity is to help students identify and analyze the key components of a research study.

Submissions should be no more than three pages (not including title page), typed, double spaced, and use 12 point font with one inch margins. This summary must include: (1) a description of the objectives of the study, (2) a description of the research methodology used to gather data, (3) a brief review of key findings, and (4) critique the study. The assignments are due at the beginning of class on **November 27th. Late submissions will not be accepted.**

\*List of Academic Journals (These are some examples.)

International Journal of Advertising	International Marketing Review
Journal of Advertising	Journal of Advertising Research
Journal of Business Research	Journal of Consumer Psychology
Journal of Consumer Behavior	Journal of Consumer Research
Journal of International Marketing	Journal of Marketing
Journal of Marketing Research	Journal of Public Policy and Marketing
Psychology and Marketing	The European Journal of Marketing

## 5.4. Group Project

### 5.4.1. Overview

The group project 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 should learn more from the directed study of a topic in which they have expressed a personal interest, and (2) it encourages the expression of creativity—a critical characteristic of a good marketer.

Overall, the group project is worth 30% of your final grade: this grade consists of 10% for presentation and 20% for the final paper. It is suggested that you consult with the instructor while preparing your group project. Getting feedback, while you are preparing the project, is likely to produce better results.

### 5.4.2. Guidelines for Group Project

1. Select a current brand of interest. **Please note that you are NOT allowed to choose the brand that you already have picked for other projects.**
2. Acquire background information on this brand. You can find background information from applied/commercial publications (e.g., *The Globe and Mail*, *National Post*, *Maclean's*, *Marketing*, *Advertising Age*, *Business Week*, *Forbes*, *Fortune*, *The New York Times*, *Wall Street Journal*, etc.), or information available on corporate websites. In addition, you may want to consider contacting companies asking for the information you need.
3. Analyze the brand by applying 3-4 concepts or 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, and an evaluation on the effectiveness.
4. Also, it will be useful to provide some background information relevant to the brand, and its product category.
5. You are encouraged to show (in your presentation) and submit as exhibits (with your final paper) 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.

### 5.4.3. Presentation

The group presentations are scheduled on **Week 12 and 13**. Present your group project in class: 15 minute oral group presentation followed by a 5-minute Q & A session. The guidelines for the presentation will be distributed later in class.

### 5.4.4. Final Paper

Each group is responsible for submitting a formal write-up of their group project. Your written report should be approximately 12 to 15 double-spaced, typewritten pages, excluding title page and exhibits. Be sure to include endnote/source citations and a full list of references consulted.

For citations, any standard reference format may be used, but it is recommended that you list references alphabetically at the end of the paper. Then, employ an in-text citation format that uses the reference's number (e.g., 14, p. 61). Also, cite the periodical or Website address (URL) and date for each ad, either on the ad's exhibit listing or in your discussion of the ad.

### 5.4.6. Peer Evaluation

You will have the opportunity to evaluate your group members' contributions to the project at the end of the semester. This also means that your contribution will be evaluated by your peers. If it turns out that your contribution is substantially lower than your peers, you may not receive full credit for group work. If you have difficulty working with your group members during the semester, you are encouraged to meet the instructor in person during office hours.

There are **three** deadlines.

1. By Week 2, groups of 4-5 members should be formed and one member from each group must send me (**wlee322@uwo.ca**) an email containing the names and valid email addresses of each group member. Students that are not a member of a group by **Week 2** will be arbitrarily grouped by the professor.
2. Each team must then hand in a 1-page report. The report consists of your choice of brand, rationale for choosing the brand, and 3-4 consumer behaviour concepts that you may want to apply on **Week 4**, to allow for the professor's approval and feedback. The more information that you provide, the more feedback that can be offered. During the course of the semester, you are encouraged to meet with the professor *at least* once for advice.
3. The complete project is due on **December 10<sup>th</sup> (Monday)**. Each group must hand in two paper copies of the complete project to **my office (SSC4313)** between **12:00 pm** and **3:00 pm** on **December 10<sup>th</sup>**. **Late submissions will not be accepted.**

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.

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.

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.

## 6. Lecture and Examination Schedule

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

Week	Topic	Reading
1	Sept 11 Introduction Research Method	Chapter 1
2	Sept 18 Perception Learning and memory <b>Note: Group List Due</b>	Chapter 2 & 3
3	Sept 25 Motivation and value	Chapter 4
4	Oct 5 The Self Personality and Lifestyles <b>Note: 1-pg. Group Project Report Due</b>	Chapter 5 & 6
5	Oct 9 Attitudes	Chapter 7 Additional Reading #1
6	Oct 16 Attitudes Change and Interactive communication (1) <b>Note: Ad Analysis Due</b>	Chapter 8
7	Oct 23 Midterm (In-class, 120 min)	
8	Oct 30 Individual Decision-making Buying and Disposing (1)	Chapter 9 & 10
9	Nov 6 Group Influence Household decision making	Chapter 11 & 12 Additional reading #2
10	Nov 13 Subculture	Chapter 13 & 15
11	Nov 20 Culture	Additional reading #3 & #4
12	Nov 27 Group presentations and Discussion <b>Note: Academic Article Review Due</b>	
13	Dec 4 Group presentations and Discussion	
	December 10 (Monday) <b>Note: Written Group Project Due</b>	

## 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/handbook/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://counselling.ssc.uwo.ca/forms/medicalNote.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

**7.2.1.** 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 Counselling office).

### 7.3. Attendance

- 7.3.1. 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

- 8.1. 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.
- 8.2. 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.
- 8.3. 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

- 9.1. 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

- 10.1. 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://www.sdc.uwo.ca/>

Student Development Services can be reached at: .

- 11.2.** Students who are in emotional/mental distress should refer to Mental Health@Western  
<http://www.uwo.ca/uwocom/mentalhealth/> 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 range, the class average must fall between 70% and 75% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Assistant Director or Director. Class averages are not grounds for appeal.

### **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 6, 2012 Fall Term classes begin.

September 14, 2012 Last day to add a full course or a first-term half course

October 8, 2012 Thanksgiving Holiday

November 5, 2012 Last day to drop a first-term half course without academic penalty

November 30, 2012 Last day to drop a full course without academic penalty

December 5, 2012 Fall Session classes end

December 6, 7, 2012 Study Days

December 8-19 Mid-year examination period

## **13. 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/handbook/>**