
MOS 3321F Consumer Behaviour Course Outline: Section – 002 / Fall 2015

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

1. Course Information:

1.1 Class Location and Time:

Room: UCC-54A

Time: 1:30 pm to 4:30 pm Tuesdays

1.2 Contact Information:

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

Office: SSC 4313

Office Hours: Wednesdays/ 1:30 PM to 3:30 PM

Phone: 661-2111 x89217

Email: wlee322@uwo.ca

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

DAN Management and Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities. Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 519-661-2111 ext 82147 for any specific question regarding an accommodation. More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>

2. Calendar Description

2.1 Course Description:

This course is entitled, *Consumer Behaviour*, which the American Marketing Association defines as "the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives." More generally, consumer behaviour is a marriage between psychology and marketing. Understanding the psychology and behaviour of the consumer can help marketers be responsive to their needs and desires, and accordingly, strategically develop an appropriate marketing mix.

3 lecture hours, 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. Textbook

3.1 Required Textbook:

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

3.2 Additional Readings:

1. Academic “dream team’ helped Obama’s effort, The New York Times November 12, 2012
http://www.nytimes.com/2012/11/13/health/dream-team-of-behavioral-scientists-advised-obama-campaign.html?pagewanted=all&_r=0
2. Britain’s Ministry of Nudges, The New York Times, December 8, 2013
<http://www.nytimes.com/2013/12/08/business/international/britains-ministry-of-nudges.html>
3. 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.
4. A tale of two schools: The correlation between income and education in Toronto, The Globe and Mail, Nov. 16 2013
<http://www.theglobeandmail.com/news/national/time-to-lead/a-tale-of-two-schools-the-correlation-between-income-and-education/article15463950/>
5. Williams, P. & Aaker, J. (2002), “Can Mixed Emotions Peacefully Co-exist?” *Journal of Consumer Research* 28, 636-649.

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

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

Components	Percentage of Course Grade
Exams	50% (20% of Midterm Exam AND 30% Final Exam)
Brand Experience Assignment	10%
Group Project	40%

6.1 Mid-Term and Final Exam

A mid-term test and a final exam represent 20 and 30 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.

Only non-programmable calculators will be allowed into the exams. If you are unsure, please ask your professor to check your calculator.

Dictionaries are NOT allowed into the examinations.

Exams will not be returned to students but may be reviewed in the instructor's office.

Dates of Mid-Term Test, and Final Exam	
Mid-Term	Tuesday, October 20th- <i>in class</i> (120 minutes)
Final Exam	Date/Time/Place: _____ / _____ / _____ (3 hours) <i>To take place sometime during final exam period</i>

6.2 Brand Experience Assignment (individual assignment)

This assignment consists of two parts: A Diary and A Report.

6.2.1 Brand Experience Diary

You are required to maintain a brand experience diary for 4 weeks (from September 28th to October 25th) and to complete a minimum of two entries per week describing products and services that you purchase. Entry descriptions include what products and services are purchased, where the items are purchased, why the items are purchased, and what feelings are associated with the purchase etc. Please use the **Brand Experience Diary Entry** form that is available on the course website. **You are required to submit your diary entry with your report.**

6.2.2 Brand Experience Report

After completing your diary for 4 weeks, review your diary and **pick 2 experiences** that you will now discuss in more detail. The two selected experiences should reflect you most **positive** and most **negative** experiences.

The brand experience report should include all the necessary information from the initial diary entry as well as your analysis of experiences. This analysis is the most important section where you will analyze your 2 experiences based on **at least 2 concepts** that you learn from this course. You should briefly describe the concepts and demonstrate how these concepts relate to your own brand experiences. Finally, you should include the insights you gained from your analysis (e.g., what made an experience most positive and other most negative; how do consumer behaviour concepts help you understand your decisions, preferences, and choices), and the implications of those insights for marketing strategy.

6.2.3. Format

This report should be 3-4 pages (double-spaced, 12–point type). It is to be written in essay form with professional language.

The assignments are due at the beginning of class on November 10th. Late submissions will not be accepted.

6.3. Group Project

6.3.1. 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 40% of your final grade: this grade consists of 15% for presentation and 25% 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.

6.3.2. 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.

6.3.3. Presentation

The group presentations are scheduled on **Week 12 and 13**. Present your group project in class: 20 minute oral group presentation followed by a 5-minute Q & A session. The guidelines for the presentation will be distributed later in class.

6.3.4. 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.

6.3.5. 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.

6.3.6 Group Project 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 9th (Wednesday)**. Each group must hand in one paper and an electronic copy (eg. CD, USB) containing paper and presentation slides the complete project to **my office (SSC4313)** between **1:00 pm** and **3:00 pm** on **December 9th**. **Late submissions will not be accepted. Please do not email your project.**

6.4. Bonus Participation Mark

Students are expected to participate in and make regular contribution to class discussions. This can take many forms including:

- answering the assignment questions
- providing relevant background information based upon personal experiences
- relating current events linked to the material being discussed

Students who contribute **strongly** and **regularly** will received the full bonus marks (3%).

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.

7. Lecture and Examination Schedule

Week	Date	Topic	Reading
1	Sept 15	Introduction Ethical Issue in Consumer Behaviour	Chapter 1
2	Sept 22	Perception Learning and Memory Note: Group List Due	Chapter 2 & 3
3	Sept 29	Motivation and Affect	Chapter 4
4	Oct 6	The Self Personality and Lifestyles Note: 1-pg. Group Project Report Due	Chapter 5 & 6
5	Oct 13	Attitudes	Chapter 7 Additional reading 1
6	Oct 20	Midterm (In-class, 120 min)	
7	Oct 27	Attitudes Change and Interactive Communication	Chapter 8
8	Nov 3	Individual Decision-making	Chapter 9 Additional reading 2
9	Nov 10	Social Influence and Social Media Note: Brand Experience Report Due	Chapter 11 Additional reading 3
10	Nov 17	Subculture	Chapter 12 & 13 Additional reading 4
11	Nov 22	Culture	Chapter 14 Additional reading 5

12	Nov 29	Group presentations and Discussion	
13	Dec 8	Group presentations and Discussion Note: Dec 9th -- Written Group Project Due	

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).

8.3 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.

9. 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 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 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.

11. 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.

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 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 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 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.

13.3 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.

13.4 Academic Concerns.

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

13.5 Important Dates:

September 10, 2015 Classes begin
September 18, 2015 Last day to add a full course or first-term half course
October 29 - 30, 2015 Fall Study Break
November 5, 2015 last day to drop a first term half course.
November 30, 2015 Last day to drop full course.
December 9, 2015 Fall Session classes end.
December 10, 2015 Study Day
December 11-22, 2015 December examination period

14. 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

15. 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. Non-acceptable emails will receive a reply saying only "Please see Email Policies on the course outline".

15.1 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.).

15.2 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.

15.3 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

15.4 Non-Acceptable 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