
MOS 3321G Consumer Behaviour Course Outline: Sections – 001 and 002 / Winter

1. Course Information:

Section 001

Class Location and Time:
SSC 2036
Mondays 1:30pm – 4:30pm

1.1 Section 002

Class Location and Time:
UCC 66 (WALS)
Tuesdays 9:30am – 12:30pm

1.2 Contact Information:

Instructor: Dr. Bonnie Simpson, PhD
Office: SSC 4311
Office Hours: Monday 5:00pm – 6:00pm, Tuesday 1:00pm – 2:00pm, also by appointment or phone
Phone: 661-2111 x84927
Email: bonnie.simpson@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 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 per week, 0.5 course

Antirequisite(s): None

Prerequisite(s): MOS 2320A/B (Marketing for MOS, formally MOS 3320A/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

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

4. Learning Outcomes, Course Objectives, and Format

4.1 Learning outcomes:

Upon successful completion of MOS 3321, students will:

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

4.3 Course format

A variety of methods and multimedia (e.g., lectures, cases, discussion, group exercises; PowerPoint, videos, websites) will be used to present the course content.

This is a class-participation course, although there is not a specific mark for it. If you are not pulling your weight, your group is going to suffer. This does not mean you can't ever miss a class; if you are ill or suddenly called out of town, get in touch with your group and work out arrangements with them for catching up on your part. It takes dedication to make a group work.

5. Evaluation

There is one overarching evaluation component in the course – The Buying, Having, Being Project (70%). There is also a final exam, scheduled by the registrar (30%). Students are **REQUIRED TO COMPLETE ALL COMPONENTS** of this project to pass the course. There are no exceptions to this. Extra assignments to improve grades **will NOT** be allowed. Grades will **not** be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: *You* are responsible for your grades in this course.

5.1 The Buying, Having, Being Project (70%)

Completed in groups of ~ 4 students (with exception of test component, which is individual)

© Dr. Bonnie Simpson, adapted from Dr. Louise Ripley

Due Date:	Part 1 – January 11/12, 2016	500 words	(0%)
	Part 2 – January 25/26, 2016	2500 words	(15%)
	Part 3 – February 22/23, 2016	2500 words	(15%)
	Part 4 – March 14/15, 2016	2500 words	(20%)
	Part 5 – April 4/5, 2016	2500 words	(20%)

For detailed project guidelines, see Project Guidelines on OWL. Working in groups of ~ 4 students throughout the term, students will select an original product, develop a product extension, and employ course concepts and theories resulting in a thorough applied understanding of consumer behaviour. **There are FIVE parts to the project** including one non-graded introduction and four written reports.

For each Part of the Project each group will hand in (within the first 15 minutes of class on the day it is due) the required number of words for each part. There are 4 major written parts to the project (Parts 2, 3, 4, 5) – and all group members **MUST** contribute to the content in each, with the expectation is that **for each of these parts group members will share taking the lead on the final write up of the report** to hand in.

It takes dedication, individual accountability, and concrete group goals to make a group work. This project assumes that you are dedicated and willing to be accountable for your individual role within your group to reach the group goals of submitting and succeeding at each of the BHB Project Parts. To assess your role in The Buying, Having, Being Project, each student is **required** to evaluate fellow group members' contributions (or lack thereof).

This will happen **TWICE** through the term – in class at **PART 3** deadline (Week 8 – February 22/23), and in class at **PART 5** deadline (final report; Week 14 – April 4/5). Thus, in calculating your overall grade in the course *your peers' evaluations will also be taken into account* and your grade(s) may be adjusted if the evaluations in the group indicate an uneven distribution of contribution and effort. All information that is provided will remain confidential.

5.2 Final Exam (30%)

The final exam will be cumulative. It will include a combination of multiple-choice questions, application and integration short-answer and/or essay questions, critical evaluation questions, as well as short cases. Questions can pertain to any of the materials covered during the course, including those covered in lectures, discussions, assigned readings, and other activities. The exam will be closed-book, and only non-programmable calculators will be allowed into the exam (if you are unsure please ask your professor to check your calculator). Dictionaries are not allowed in exams, and cellphones must be turned off and stowed away.

Evaluation Component	Percentage of Course Grade
BHB Part 2 - Report	15%
BHB Part 3 - Report	15%
BHB Part 4 - Report	20%
BHB Part 5 - Report	20%
Final Exam	30%

6. Lecture and Examination Schedule

<p>Week 1 (January 4/5): Introduction to Consumer Behaviour</p> <ul style="list-style-type: none"> • Introduction to the course, review of the course syllabus, discussion of the term projects • What is Consumer Behaviour, marketing strategy and consumers, needs and wants, the dark side of CB • <i>FORM GROUPS OF 3-4 STUDENTS FOR PROJECTS</i> <p>Readings: Text Chapter 1</p>
<p>Week 2 (January 11/12): Perception, Learning and Memory</p> <ul style="list-style-type: none"> • Sensory systems, exposure, attention, interpretation, biases, • Learning theories and process, memory <p>Readings: Text, Chapter 2, Chapter 3</p> <p>ASSIGNMENT DUE: Part 1</p>
<p>Week 3 (January 18/19): Motivation and Affect</p> <ul style="list-style-type: none"> • The motivation process: strength, direction, conflicts • Consumer Involvement • Affect: responses and emotions <p>Readings: Text Chapter 4</p>
<p>Week 4 (January 25/26): The Self; Personality, Lifestyles and Values</p> <ul style="list-style-type: none"> • Perceptions on the self, self-concept, gender roles, and body image • Personality and brand personality, lifestyles and psychographics, values, trends <p>Readings: Text, Chapter 5, Chapter 6</p> <p>ASSIGNMENT DUE: Part 2</p>
<p>Week 5 (February 1/2): Attitudes</p> <ul style="list-style-type: none"> • Forming attitudes, attitude theories and models, how attitudes can predict behaviour • Normative influence

Readings: Text Chapter 7; supplemental reading

Goldstein, Noah J., Robert B. Cialdini, Vladas Griskevicius (2008), A Room With A Viewpoint: Using Social Norms to Motivate Environmental Conservation in Hotels, *Journal of Consumer Research*, 35.

Week 6 (February 8/9): Attitude Change and Interactive Communication

- Changing attitudes through communication, source effects, developing the message
- The elaboration likelihood model

Readings: Text Chapter 8

WEEK 7 (February 15/16): NO CLASS, READING WEEK

Week 8 (February 22/23): Individual Decision-Making

- The stages in consumer decision-making, decision rationality and rules

Readings: Text, Chapter 9

ASSIGNMENT DUE: Part 3

Week 9 (February 29/March 1): Buying and Disposing

- Situational effects
- Post-purchase satisfaction and behaviour
- Product disposal options

Readings: Text, Chapter 10

Week 10 (March 7/8): Group Influence and Social Media

- Reference groups, social comparison
- Social media influence and trends

Readings: Text, Chapter 11

Week 11 (March 14/15): Income, Social Class, and Family Structure

- More than just money, social class and status, social capital
- Evolving family structure, family life cycle

Readings: Text, Chapter 12

ASSIGNMENT DUE: Part 4

Week 12 (March 21/22): Subcultures, Cultural Influences

- Subcultures and consumer identities by age, regions, ethnicity
- Differing cultural considerations, globally vs. locally, cultural diffusion

Readings: Text, Chapter 13, Chapter 14

Week 13 (March 28/29): Creating and Diffusing Culture

- Culture production and selection, product placement
- Diffusion of innovations
- Fads vs. trends

Readings: Text, Chapter 15

Week 14 (April 4/5): Emerging Research in Consumer Behaviour

- Brief presentations of project outcomes
- Seminar article discussion

ASSIGNMENT DUE: Part 5

Readings: Supplemental journal article to be provided.

7. University Policy Regarding Illness

7.1 Illness

The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation supplied (see below for process) indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.

Documentation shall be submitted, as soon as possible, to the appropriate Dean's office (the Office of the Dean of the student's Faculty of registration/home Faculty) together with a request for relief specifying the nature of the accommodation being requested. These documents will be retained in the student's file, and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy

http://www.uwo.ca/univsec/pdf/academic_policies/general/privacy.pdf

Once the petition and supporting documents have been received and assessed, appropriate academic accommodation shall be determined by the Dean's Office in consultation with the student's instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty.

Academic accommodation shall be granted only where the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete his/her academic responsibilities. (Note: it will not be sufficient to provide documentation indicating simply that the student was seen for a medical reason or was ill.)

A form to be completed by off-campus physicians is available at:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner.

In the case of a final examination in the course, the student must arrange for a Special Examination or Incomplete through their Dean's office, for which you will be required to provide acceptable documentation.

If you feel that you have a medical or personal problem that is interfering with your work, you should contact your instructor and the Faculty Academic Counselling Office as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. In general, retroactive requests for grade revisions on medical or compassionate grounds will not be considered.

7.2 Make Up Examinations

The student must write a make-up exam if the regularly scheduled exam is missed for reasons for which adequate documentation is received by the instructor (this documentation must be supplied by the Academic Counseling office).

7.3 Attendance

It is expected that students will attend all classes. The professor 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.

8. University Policy on Cheating and Academic Misconduct

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses (see section 9.0 below). Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating. Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring. A copy of guidelines about how to avoid cheating can be obtained from the office of the Ombudsperson, Room 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.

9. Procedures For Appealing Academic Evaluations

In the first instance, all appeals of a grade must be made to the course instructor (informal consultation). If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Assistant Program Director or Designate of the BMOS program. If the response of the Assistant Director is considered unsatisfactory to the student, he/she may then appeal to the Dean of the Faculty in which the course of program was taken. Only after receiving a final decision

from the Dean, may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office.

10. Student Responsibilities

No late submissions of any course material will be accepted, unless there are extraordinary circumstances (such as illness) that are acceptable to the course instructor. All assignments **must be submitted in hard copy**, no digital (e.g., by email) submissions will be accepted unless pre-arranged with 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 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. 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. Disruptive talking will not be tolerated.

Cell phones should not be used (nor should they be left on) during class. While laptops are permitted (even encouraged), web-surfing and email checking, etc. will not be tolerated. This goes also for hand-held computers (e.g., Blackberry, iPhone).

11. Support Services

11.1 Support Services

The Registrar's office can be accessed for Student Support Services at <http://www.registrar.uwo.ca>
Student Support Services (**including the services provided by the USC listed here**) can be reached at: <http://westernusc.ca/services/>

Student Development Services can be reached at: <http://www.sdc.uwo.ca/>

Students who are in emotional/mental distress should refer to Mental Health@Western
http://www.health.uwo.ca/mental_health/ for a complete list of options about how to obtain help.

12. Other Issues

12.1 Grade Policy

The DAN Program has a grade policy which states that for courses in the 3300-4499 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.

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:

January 4, 2016 Winter Session classes begin

February 8, 2016 Family Day

February 15 - 19, 2016 Reading Week

March 7, 2016 Last day to drop a second-term half course without academic penalty

March 25, 2016 Good Friday

April 6, 2016 Winter Session classes end

April 7 - 8, 2016 Study Days

April 9 - 30, 2016 April 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