
MOS 3321G Consumer Behaviour

Course Outline: Section – 003 / Winter 2018

1. Course Information:

1.1 Class Location and Time:

SSC 3026

Thursdays 3:30pm – 6:30pm

1.2 Contact Information:

Instructor: Dr. Bonnie Simpson, PhD

Office: SSC 4311

Office Hours: Wed 5pm–6pm, Thurs 2pm–3pm /appointment/FaceTime/phone

Phone: 661-2111 x84927

Email: bonnie.simpson@uwo.ca

DAN Department of Management and Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities. Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 519-661-2147 for any specific question regarding an accommodation. More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>

2. Calendar Description

2.1 Course Description:

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

3 lecture hours per week, 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

3.1 Required Textbook:

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

3.2 Additional Readings:

1. Mogilner, C (2010). The pursuit of happiness: Time, money, and social connection. *Psychological Science*, 21(9), 1348-1354.
2. Norton, M. I., Mochon, D., & Ariely, D. (2012), The 'IKEA effect': When labor leads to love. *Journal of Consumer Psychology*, 22(3), 453-463.
3. Shavitt, S., Lee, A., & Johnson, T. (2008). Cross-cultural consumer psychology. In C. Haugtvedt, P. Herr, and F. Kardes, (Ed.), *Handbook of Consumer Psychology*, 1103-1131. Mahwah, NJ: Erlbaum.

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, 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:

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.
5. Refine essay-writing skills by formulating and composing a research proposal; practice communication and critical thinking skills, as well as manage peer learning by debating, investigating, explaining, and demonstrating scientific methods and statistics.

6. Evaluation

There are four 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.

| Evaluation Component | Percentage of Course Grade |
|-----------------------------|----------------------------|
| Application Tasks | 25% |
| Midterm Exam | 25% |
| Brand Experience Assignment | 25% |
| Final Exam | 25% |

6.1 Application Tasks

Due Date: Ongoing

Throughout the term there will be a variety of in-class application activities. These application tasks will be graded on the basis of your ability (knowledge) to apply concepts from class, **with your top 5 tasks counting towards the grade. This will require being physically present in class, prepared for discussion by completing the required readings for each class, and demonstrating your understanding of the key issues involved.** These will be small activities either assigned or completed in class that you will hand in individually, in pairs, or as a group (e.g., bring an example to class, research and apply concepts, etc.). As assigned, **details will be provided in class only, and will not be posted to OWL. Think of these as participation assignments, you need to be present, engaged, and demonstrate application of concepts to succeed at this component.**

6.2 Midterm Exam

Date: Thursday February 15, 2018

The midterm will be during class time (2 hours), and is a **closed book examination**. It is a combination of short answer, multiple choice, and true/false in format. Questions can pertain to any of the material covered during the course, including those topics contained in video presentations, class discussions/activities, and ALL assigned readings. **Dictionaries are NOT allowed, and only non-programmable calculators will be allowed into the exam.** Exams will not be returned to students but may be reviewed in the instructor's office.

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 **3 weeks** (from **January 19th** to **February 9th**) 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 3 weeks, review your diary and **pick 3 experiences** that you will discuss in more detail. The selected experiences should reflect your most **positive** and most **negative** experiences, and one that you found most **interesting** knowing what you now know about consumer behaviour theory.

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 3 experiences based on **6 concepts (i.e., 2 concepts for positive, 2 concepts for negative, 2 concepts most interesting experience)** 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, most negative, most interesting; 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 no more than 5 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 April 4.

6.3 Final Exam

Date: TBA – during final exam period April 14-30, 2018

The 2 hour final exam is a 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.**

The exam is non-cumulative. Questions can pertain to any of the material covered during weeks 8-13 of the course, including those topics contained in video presentations, class discussions/activities, and ALL assigned readings.

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 | Readings |
|------|-------------|---|--|
| 1 | January 11 | Introduction | Chapter 1 |
| 2 | January 18 | Perception Learning and Memory Brand Experience diary begins January 19th | Chapter 2 & 3 |
| 3 | January 25 | Motivation and Affect | Chapter 4 Additional reading #1 |
| 4 | February 1 | The Self | Chapter 5 |
| 5 | February 8 | Personality and Lifestyles Brand Experience diary ends February 9th | Chapter 6 |
| 6 | February 15 | Midterm (In-class, 2 hours) | |
| 7 | February 22 | Reading Week | |
| 8 | March 1 | Attitudes | Chapter 7 |
| 9 | March 8 | Attitude Change and Interactive Communication | Chapter 8 Additional reading #2 |
| 10 | March 15 | Individual Decision-making Buying and disposing | Chapter 9, 10 |
| 11 | March 22 | Social Influence | Chapter 11 |
| 12 | March 29 | Income, social class, family structure | Chapter 12 |
| 13 | April 5 | Culture Brand Experience Report Due | Chapter 13, 14,15 Additional reading #3 |

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 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. Students will not be provided opportunity to make up any course component for non-medical absences. Accommodation for any medical absences on work less than 10% of the grade will require a recommendation for accommodation from the Social Science Academic Counselling office.

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. 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 3135 WSSB, (519) 661-3573, ombuds@uwo.ca.

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

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.

11. Student Responsibilities

No late submissions of any course material will be accepted, unless there are extraordinary circumstances (such as illness) that are acceptable to the course instructor. All assignments **must be submitted as instructed**, and those indicated in the syllabus as requiring submission through Turn-It-In (the Marketing Research Report) must also be submitted electronically via OWL. No other

form of digital (e.g., by email) submissions will be accepted unless pre-arranged or directed by the course instructor.

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary. 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.

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 Department has a grade policy which states that for courses in the 3300-4499 range, the class average must fall between 70% and 77% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Undergraduate Chair or Chair. Class averages are not grounds for appeal.

13.2 Short Absences.

If you miss a class due to minor illness or other problems, check your course 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:

January 8: Classes resume

January 16: Last day to add a second term half course (B or G)

February 19: Family Day. All offices closed

February 19 – 23: Reading Week (No classes; All offices open Feb 20 – 23)

March 7: Last day to drop a second term half course without penalty

March 30: Good Friday (No classes; All offices closed)

April 11: Classes end

April 12 and 13: Study days

April 14 – 30: Examination Period

April 30: Second term ends. Last day to apply for Spring Graduation.

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