

BUSI 3209B Consumer Behaviour – Winter 2026

Last updated on December 18, 2026

Instructor: Dr. Irene Lu
Email: irene.lu@carleton.ca
Class Time: Mondays, 11:35 am – 2:25 pm
Office Hours: By appointment

COURSE DESCRIPTION

Introduction to the application of psychological theories and methodologies to consumer behaviour. How consumer behaviour is shaped by internal influences. Topics include perception, learning, memory, motivation, affect, personality, the self, attitudes, and decision-making.

COURSE PREREQUISITES

Third year standing and BUSI 2208 or BUSI 2204 (with a grade of C or better). The School of Business enforces all prerequisites.

Precludes additional credit for BUSI 4206 (no longer offered).

COURSE OBJECTIVES

This course is designed to provide you with:

- a. an understanding of the psychological, sociological, and economic impacts on consumer behaviour and their implications on marketing strategies;
- b. an ability to apply prominent consumer behaviour theories to a variety of marketing contexts;
- c. a capability to develop conceptual frameworks to apply to analytical problems relevant to consumer behaviour;
- d. an understanding of the role of consumer research in developing and implementing marketing strategies; and
- e. a skill to design, conduct, interpret, and convey consumer behaviour research applicable to marketing decisions.

To achieve these objectives, you will be asked to:

- a. learn the key terms, definitions and concepts used in the field;
- b. identify and discuss the major concepts and processes that characterize consumer behaviour;
- c. conduct consumer research projects by demonstrating your knowledge and understanding of the course material, and analytical skill in assessing consumer research problems;
- d. engage in your own consumer behaviour with an increased awareness of the internal and external forces at work, whenever you make a purchase, and
- e. share with the class your applications of consumer behaviour theory.

REQUIRED TEXTBOOK

Solomon, M., Main, K.J., White, K., Dahl, D.W., Simpson, B. (2024) *Consumer Behaviour: Buying, Having, Being*, Ninth Canadian Edition. Toronto: Pearson Canada.

[This course will cover the first nine chapters of the textbook.]

Pearson's MyLab provides study tools to support your learning and is required for completing the chapter quizzes in this course.

The approximate cost for MyLab (with the eTextbook) is CAD \$89.99 plus tax. The eTextbook, on its own, is approximately CAD \$67.99 plus tax.

Please follow the instructions in the *Pearson MyLab Registration Handout* available on the Brightspace course page. This will ensure that your quiz results are properly recorded in the Brightspace gradebook.

REQUIRED MATERIAL

A webcam.

COURSE NORMS

Use of Brightspace

The course Brightspace website contains all pertinent course information. It will be the primary source for announcements, distribution of materials, including assignments, supplemental readings, and more. Grades will be posted on Brightspace as soon as they are available.

To access your courses on Brightspace, visit <https://carleton.ca/brightspace>. For help and support, go to <https://carleton.ca/brightspace/students>.

Email Policy

The best way to contact the professor is through email via Brightspace. If you prefer to email her directly, please **include "BUSI 3209" in the subject line** so she knows which course you are enrolled in. According to Carleton University policy, any inquiries involving confidential student information (e.g., grades or health issues) must be sent from your @cmail or @carleton email accounts.

Please note that the professor does not respond to student emails over the weekend. During the week, she will aim to reply within 48 hours; however, an immediate response should not be expected. Additionally, she will not respond to questions by email that have already been addressed in class. For general inquiries, please check the Brightspace course Forum (discussion board) to see if your classmates can assist.

Course Material Sharing Policy

The course materials, including presentations, notes/slides, case studies, assignments, and exams, remain the intellectual property of the professor. These materials are for personal use only and may not be reproduced or redistributed without the prior written consent of the professor.

Recording or Videotaping Policy

Students are NOT permitted to audio or video record any portion of the class sessions.

MARK ALLOCATION (Tentative)

Individual work (55%)	Marks
- In-class contribution	5
- Class attendance	5
- MyLab chapter quizzes	5
- Test 1	20
- Test 2	20
Pair work (5%)	
- Creative consumer behaviour showcase	5
Group and Individual work (40%)	
- Project report – group and individual components	35
- Project presentation	5
Total	100

EVALUATION COMPONENTS

1. In-class Contribution

Your in-class contribution will be evaluated based on the *quality* of your participation throughout the term. Contributions may include sharing examples from your experience, asking insightful questions, presenting a point of view, or drawing conclusions, among other things. Contributions during project presentations will be particularly valued. The professor will track student participation in each class. You are also required to maintain a record of your own participation.

The quality of your course experience is directly tied to the quality of in-class contributions, so please make every effort to share your thoughts, ideas, experiences, and questions with your colleagues. Simply attending class will not earn class contribution marks, as this is not an attendance mark. For additional notes on attendance, please see below.

2. Class Attendance

Attendance will be taken in each class. Arriving late to class or leaving during a session (except in extenuating circumstances and after informing the professor) is disruptive to both the instructor

and your fellow students, and it detracts from the learning environment. Such behavior is not appreciated in any setting, including this classroom.

Attendance is mandatory for the presentation sessions (10-12). Failure to attend these sessions, arriving late, or leaving early without prior permission will result in a 2% penalty per missed session, applied to the in-class contribution portion of your course grade. If you are unable to attend due to illness, please submit the appropriate medical certificate within a week to the professor. If you miss a class, you are responsible for catching up on any missed lecture materials and assignments on your own.

3. Chapter Quizzes

To help you assess whether you are learning the material effectively, quizzes are available through Pearson's 'My Lab'. The detailed guideline is available at Brightspace.

4. Tests

Both tests are closed book and closed note. E-proctoring will be used during these assessments. Tests must be taken in person on your own personal laptop. Any attempt to complete a test outside the authorized classroom setting will be treated as a breach of academic integrity.

All tests must be completed independently. You are not permitted to collaborate with others or share ideas or answers. Violations of academic integrity are a serious offence, undermine the value of your degree, and will not be tolerated. Consequences may include a failing grade on the test or in the course, academic probation, denial of permission to continue in your program, suspension from studies, or expulsion from Carleton.

Students wishing to review their tests must book an appointment with the professor within **one week** of receiving their grade.

Make-up tests will not be granted except in the case of extreme and well-documented circumstances. Only serious emergencies such as a verified medical condition or the death of a family member will be considered. Supporting documentation must be submitted to the professor within **three days** of the originally scheduled test. Requests that do not meet this standard will be denied. Students who fail to provide valid documentation or a compelling justification will receive a grade of 0% for the missed assessment.

Deferred tests are available only to students who have been formally granted approval:

- The deferred test for Test 1 will be held on **Monday, February 9 at 7:15 a.m.**
- The deferred test for Test 2 will be held on **Monday, March 16 at 7:15 a.m.**

4. Pair Work

Students will work in pairs to creatively explore consumer behaviour and deliver a presentation. A detailed guideline is available on Brightspace.

5. Group and Individual Work

Students will work in teams to conduct a project and deliver a presentation. Detailed guidelines are available on Brightspace.

LATE PENALTY

For late assignments, a penalty of 20% per day will be applied. Assignment weights cannot be shifted.

INFORMATION ON GROUP ASSIGNMENTS

The purpose of group assignments is to give students the opportunity to practice managerial skills and learn from each other in a setting that closely resembles the workplace. Group work should NOT involve dividing the assignment into parts to be completed individually and then assembling it into one document at the last minute. Especially in a course that emphasizes professional practice standards, this approach is not recommended. The report should read as a cohesive piece of writing, not a collection of individual styles.

Additionally, as you prepare for careers as managers, I expect you to manage your group process professionally. You are responsible for the "hiring" (and potential "firing") decisions within your group. These considerations should be addressed when you create your group contract. Spratt offers several resources to help you manage your group process effectively.

Group Peer Evaluation. A group grade will be assigned, but not all members may receive the same grade. Each group member is required to submit a peer evaluation for each group member by the specified deadline. Failure to submit the peer evaluation on time will result in a penalty of 20% of the assignment's value per day. The evaluation form, along with detailed instructions, is available on the course website.

Inability to Complete a Group Assignment Due to Illness or Other Emergencies. The situation of students who cannot contribute to group work due to illness or a family emergency will be handled according to the provisions of your Group Contract. Please ensure that you contribute to and are familiar with the provisions outlined in your group's contract.

Infractions of Academic Integrity. As part of your group assignment, you must complete and upload the 'Declaration of Academic Integrity' form available on Brightspace. Since you are working on the entire assignment together, you are all jointly and individually responsible for any infractions of academic integrity. This means that if one group member plagiarizes or fails to cite sources, all members will receive the same penalty. You cannot excuse yourself by claiming that you did not personally complete that portion of the assignment.

USE of AI TOOLS

Since this course focuses on developing your original ideas and critical thinking, using AI tools for these tasks would undermine the learning objectives and is therefore prohibited. Using AI tools to generate content for assignments and presenting it as your own work, or copying or paraphrasing

content produced by AI tools without proper citations or the instructor's consent, are considered violations of academic integrity.

CLASS OUTLINE/SCHEDULE (Tentative and subject to change)

Session	Topic	Items due @11:00AM
1. Jan. 5	Discussion of course requirements Introduction to Consumer Behaviour (Ch 1)	
2. Jan. 12	Perception (Ch 2)	
3. Jan. 19	Learning and Memory (Ch 3)	Group contract
4. Jan. 26	Motivation and Affect (Ch 4)	Project proposal
5. Feb. 2	Test #1 (Ch 1-4) 11:35am~1:35pm (120 minutes) In person, use your own laptop. e-Proctoring will be used.	MyLab Chapter Quizzes (Ch 1~ 4) due @11:00AM, Feb. 2
6 Feb. 9	The Self (Ch 5) Personality, Lifestyle and Values (Ch 6) <i>Winter Break (Feb. 16-20)</i>	
7 Feb. 23	Attitudes (Ch 7) Attitude Change and Marketing Communications (Ch 8)	
8 Mar. 2	Individual Decision Making (Ch 9)	
9 Mar. 9	Test #2 (Ch 5-9) 11:35am~1:35pm (120 minutes) In person, use your own laptop. e-Proctoring will be used.	MyLab Chapter Quizzes (Ch 5 ~ 9) due @11:00AM, Mar. 9
10 Mar. 16	Pair Presentation - Creative consumer behaviour showcase (Attendance is mandatory)	
11 Mar. 23	Group Presentation – Term project (Attendance is mandatory)	
12 Mar. 30	Group Presentation – Term project (Attendance is mandatory)	*Project report, Declaration of Academic Integrity Survey, & Research Ethics Compliance Survey (due @ 11:00AM, Mar. 30) *Peer Evaluation Survey (due @ 11:00AM, Mar. 31)

Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				X
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				X
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>				X
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>				X

ADDITIONAL INFORMATION

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments, and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations.

If you are purchasing a calculator, we recommend anyone of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership, and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Grading

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodation

Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the *Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances*, are outlined on the Academic Accommodations website (students.carleton.ca/course-outline).

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy Accommodation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: **Pregnancy Academic Accommodation**

Information - Equity and Inclusive Communities

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: **Academic Regulations for Students with Religious Obligations < Carleton University**

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. **carleton.ca/pmc**

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: **Sexual Violence Prevention & Survivor Support - Equity and Inclusive Communities**

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. **<https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>**

For more information on academic accommodation, please contact the departmental administrator or visit: **students.carleton.ca/course-outline**

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the penalties may include; a grade of Failure on the submitted work and/or

course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Sprott Student Services

The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Important Information:

- Students must always retain a copy of all work that is submitted.
 - All final grades are subject to the Dean's approval.
 - For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>
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