

BUSI 3209A
Consumer Behaviour
Fall 2018

Last updated: 2018-07-25

Professor: Dr Irene Lu

Office: 929 DT

Office Hours: by appointment only

Class: Fridays, 8:35 a.m. to 11:25 a.m.

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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.

Precludes additional credit for BUSI 4206 (no longer offered)

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.

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., White, K., and Dahl, D.W. (2017) *Consumer Behaviour: Buying, Having, Being*, Seventh Canadian Edition. Toronto: Pearson Canada.

*This course will cover the first nine chapters of the above textbook.

PRINT ONLY

Consumer Behaviour: Buying, Having, and Being, Seventh Canadian Edition, Loose Leaf Version, 7/E

Solomon, White & Dahl

ISBN-10: 0134386183 • ISBN-13: 9780134386188

©2017 • Unbound (Saleable)

DIGITAL ONLY

MyMarketingLab with Pearson eText -- Standalone Access Card -- for Consumer Behaviour: Buying, Having, and Being, Seventh Canadian Edition, 7/E

Solomon, White & Dahl

ISBN-10: 0134386167 • ISBN-13: 9780134386164

©2017 • Access Card Package

Note. Please be aware of the expiry date of your online subscription purchase.

PRINT & DIGITAL

Consumer Behaviour: Buying, Having, and Being, Seventh Canadian Edition Plus

MyMarketingLab with Pearson eText -- Access Card Package, 7/E

Solomon, White & Dahl

ISBN-10: 013435267X • ISBN-13: 9780134352671

©2017 • Paper Bound with Access Card

Note. Two hardcopies of the textbook are on reserve in the university library.

SUPPLEMENTARY READINGS

Throughout the course I may assign readings from magazines, newspapers, and scholarly journals to supplement the textbook and classroom discussion. The supplementary articles will either be handed out in class or made available on the course cuLearn.

COURSE NORMS:

Use of cuLearn

This course uses cuLearn, Carleton's learning management system. To access your courses on cuLearn go to <http://carleton.ca/culearn>.

The course cuLearn website contains all the pertinent course information. This site will be the primary source for course announcements and distribution of materials including assignments, supplemental readings, etc. Grades will be posted to cuLearn as soon as they become available. In line with Sprott policy, it is your responsibility to check your grades by clicking on 'Grades.' In case of class cancellation due to inclement weather, an announcement will be posted on cuLearn as soon as possible.

Email Policy

The best way to contact the professor is to send her an email via cuLearn. If you wish to send her an email directly, please add "**BUSI 3209A**" in your email's subject line. In keeping with Carleton University policy, your @cmail accounts must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). The professor does not respond to student emails over the weekend. During the week the professor will endeavor to answer your emails within 48 hours; you should not expect an immediate response. She will also not answer by email questions that have already been asked and answered in class. Please use the cuLearn course Forum (discussion board) to ascertain whether your classmates can assist you.

Recording or Videotaping Policy

Students are not permitted to make any *unauthorized recordings or video of lectures*.

Cellular Phone Usage Policy

The use of cellular phones is not permitted in this class. It is disruptive to the professor and other class members. If you carry a phone to class, please make sure it is turned off. If your cell phone rings during class, you will be asked to leave the class and not return that day. If an emergency situation requires you to keep your cell phone turned on, please discuss this with the instructor prior to the class.

Laptop Usage Policy

Laptop use in class is allowed for activities related to the class only. Do not use your laptop for any other purposes (e.g., surfing, emailing, etc.) which can be distractions to you and to those around you. Inappropriate use of your laptop in class will be noted and will affect your participation grade.

Course Material Sharing Policy

Student or professor materials created for this course (including presentations and posted notes/slides, 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).

MARK ALLOCATION

Individual work (55%)	Marks
- Class participation	10
- Test 1	20
- Test 2	25
Group work (45%)	
- Consumer trend spotting	5
- Experiential marketing plan	40
Total	100

Satisfactory In-term Performance

- The criteria and the standards for Satisfactory In-term Performance are as follows:
 - Minimum grade of 50% on Research Project #1
 - Minimum grade of 50% on the exam
- Unsatisfactory In-term Performance in this course will lead to:
Failure in this course (regardless of the performance on the Research Project #2)
Yes No

EVALUATION CRITERIA

1. Class Participation

Your engagement and participation are necessary for learning and success. Class participation is equivalent to professionals' participation in meetings. It is, therefore, considered important to success in this course. Mere attendance does not count towards full class participation. Effective participation implies active and continuous contribution to class proceedings on the part of students in the form of raising or answering questions, commenting on issues raised by the instructor or other students, or bringing to the attention of the class relevant items of interest from the media or personal experiences. The professor will take attendance and keep track of student participation at each class. You are also required to keep a record of your own participation.

It is a serious violation of academic integrity to ask someone to sign an attendance sheet for you or to sign an attendance sheet for others. Students who violate this regulation will automatically fail the course.

Arriving to class late or leaving during a class (except in extenuating circumstances and after informing the professor) is rude to the instructor and your fellow students and disruptive of the learning environment. Such behaviour is not appreciated in any situation or organization, including this classroom and will affect your class participation mark.

A deduction of **1%** of your final grade will be imposed for each missed class (except for Sessions 5, 11, and 12) (even if your absence is due to late registration). Please note that attendance during the classes when the group research reports are being presented (i.e., Sessions 5, 11, and 12) is **mandatory**; failure to attend these classes will result in a reduction of your participation grade. The penalty is **3%** per week missed (e.g., your final grade will be reduced by 3% for each missed week).

To encourage attendance and participation, there is a short quiz after some classes. Each quiz covers the material of that week's class; a student may take the quiz if and only if the student attended that week's class. A missed quiz results in a mark of 0, there is no option to retake the quiz. These quizzes may entail about 5% of your participation mark.

2. Tests

The two tests will be held during regular class time. The tests will be based on the textbook chapters and lecture materials covered in class. The test format will be announced in class. No make-up test will be given unless it is a documented **extreme** circumstance. Should you wish to review your test, you need to book an appointment with the professor within one week after receiving your test grade.

3. Group Work

The detailed guidelines of the group work are available at the course cuLearn website. Instructor approvals (or pre-clearance) of your selected research topics are required.

MISSED CLASSES:

Students should attend all classes. Topics build on each other on a weekly basis; one missed class is detrimental to understanding new material. If an absence is unavoidable, the student is responsible for obtaining any missed information (i.e., contacting classmates to copy notes). To be fair to students that attended class, no class time or the professor's office time will be used to represent the missed information.

GROUP ASSIGNMENTS:

The intent of having group assignments is to provide an opportunity for students to learn from each other in a more intimate setting than the classroom provides. Group work does NOT consist of dividing the assignment up into parts that may be completed by individuals and then throwing those parts together into one document. That is why a certain portion of the marks for each assignment are dedicated to how the assignment reads; it should flow as one piece of writing, not a collection of individual styles. Since you are considered to be working on the entire assignment together, you are all jointly and individually responsible for any infractions of academic integrity. This means that if one of you plagiarizes or fails to cite sources, all of you will receive the same penalty. You do not have recourse to the excuse that you personally did not complete that portion

of the assignment – this is GROUP work. Please keep this in mind as you complete the Academic Integrity Declaration.

Group Peer Evaluation

A group grade will be assigned, but not all members in the group will necessarily receive the same grade. Each group member needs to submit a peer evaluation for each group report by the specified deadline. Students who fail to submit the peer evaluation on time will be penalized with **20%** of the value of the assignment per day. The evaluation form with detailed instruction is available at the course website.

LATE PENALTY:

All assignments are due at the beginning of class. Late assignments are penalized at the rate of 5% of the value of the assignment per day. This course is very demanding. It is to your advantage to keep up with the required work and hand your assignments in on time. **No deadline extension will be given for group assignments.**

INABILITY TO COMPLETE AN ASSIGNMENT OR WRITE THE EXAM DUE TO ILLNESS:

The situation of students who cannot contribute to the group case study due to certified illness will be dealt with according to the provisions of your Group Contract. Please be sure that you contribute to and are aware of the provisions outlined in your group's contract.

TENTATIVE CLASS OUTLINE/SCHEDULE

While every attempt will be made to keep to the schedule listed below, unforeseen circumstances may necessitate modifications throughout the year.

Session	Date	Topic/In Class Activities	Readings	Items due
1	09/07	Discussion of course requirements Introduction to Consumer Behaviour	Ch 1	
2	09/14	Perception	Ch 2	
3	09/21	Learning and Memory	Ch 3	-Group contract
4	09/28	Motivation and Affect	Ch 4	-Project proposal
5	10/05	Test #1		

6	10/12	The Self / Personality, Lifestyle and Values	Ch 5, 6
7	10/19	Attitudes Attitude Change and Interactive Communications	Ch 7, 8
Fall Break: Oct 22-26 (no class)			
8	11/02	Individual Decision Making	Ch 9
9	11/09	Test #2	
10	11/16	Consumer trend spotting: Presentations	- Report (8:35am, Nov 16)
11	11/23	Experiential marketing plan: Presentations	
12	11/30	Experiential marketing plan: Presentations	- Report (8:35am, Nov 30) -Peer evaluation (8:35am, Dec 1)

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 any one 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, follower-ship 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.

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

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

Pregnancy 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: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

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: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

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: carleton.ca/sexual-violence-support

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. 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. 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 student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

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 hard 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 <http://carleton.ca/ccs/students/>
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