

BUSI 3209A
Consumer Behaviour
Fall 2020

Last updated on August 22, 2020

Instructor: Dr. Irene Lu
Email: irene.lu@carleton.ca
Class Time: Tuesdays, 8:35am – 11:25pm (Eastern Standard Time)
Class Location: Zoom meetings
Office Hours: By appointment

Modality: 100% of lectures are delivered in real time on Zoom

Important note:

- **Video conferencing tool.** Classes will be taught virtually in the scheduled time slot using the Zoom platform. Prior to our first class, you must create a free Zoom account (<https://zoom.us/>) by using your Carleton email address (e.g., Firstname.Lastname@carleton.ca) (not your @cmail.carleton.ca account) as your work email address when signing up. A class meeting link and passcode will be posted on cuLearn. To join the class, you can click on the Zoom meeting link and enter the meeting passcode, and sign in using your Zoom account and password (so that I could track your class attendance and contribution, and also assign you to a breakout room with your group members). You may download a Zoom meeting app to your device (<https://zoom.us/download>) for easy access.
- **Audience response tool.** Poll Everywhere will be used as a tool for students to participate in activities. A registration link will be sent to you by the professor.
- **Required resources.** You need a reliable internet connection and a microphone/speaker/webcam on your laptop, desktop or phone in order to participate in class.
- **Time zone.** All deadlines, due dates, examination times and class times are set in Eastern Standard Time (EST). If you are in another time zone you are responsible for making the adjustment to EST.

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., Main, K.J., White, K., and Dahl, D.W. (2021) *Consumer Behaviour: Buying, Having, Being*, Eighth Canadian Edition. Toronto: Pearson Canada.

MyMarketingLab **with Pearson eText** --Instant Access-- for Consumer Behaviour: Buying, Having, and Being, Eighth Canadian Edition, 8/E

Author: Solomon et al.

ISBN: 9780135403037

MyLab Marketing **without Pearson eText** -- Instant Access -- for Consumer Behaviour: Buying, Having, and Being, Eighth Canadian Edition, 8/E

Author: Solomon et al.

ISBN: 9780135403174

*Students need to purchase access to Pearson's "MyLab" to complete chapter quizzes.

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

Available at Carleton's online bookstore: <https://www.bkstr.com/carletonstore>

COURSE NORMS:

Use of cuLearn

This course uses cuLearn, Carleton's new learning management system. To access your courses on cuLearn go to <http://carleton.ca/culearn>. For help and support, go to <https://carleton.ca/culearnsupport/students/>. Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or via email at its.service.desk@carleton.ca.

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.'

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 be sure to **indicate "BUSI 3209A" in your email's subject line, so that I will know which of the classes I'm teaching you are taking.** 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.

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).**

Recording or Videotaping Policy

Students are NOT permitted to audio or video record any portion of the class lectures, nor are you permitted to make digital images of the lecture slides. If you feel you require this form of accommodation, please contact the Paul Menton Centre to formally request accommodation.

Privacy Warnings and Zoom Recordings

Zoom classes may be recorded by the professor. The red light in "Record" on the Zoom toolbar is a notice that the class is being recorded. A recording of the live lectures may be posted, approximately 48 hours after the live session. **Students are not authorized to make a copy of the recorded class;** it is provided for viewing purposes of students enrolled in the class only and further distribution or sharing is strictly prohibited. The professor and the TAs may view the

recordings for teaching, grading, misconduct investigations and other administrative and academic purposes.

If a student is concerned or needs to make special arrangements to accommodate specific privacy issues, he or she must bring these matters to the attention of the professor within the first week of the term so that reasonable accommodations can be made or an alternate course can be selected by the student.

MARK ALLOCATION

Individual work (60%)	Marks
- Class participation	7
- Posts to discussion forum (10 @1.5)	15
- Chapter quizzes (best 8 out of 10 quizzes @1)	8
- Test 1	13
- Test 2	17
Group work (40%)	
- Research project	35
- Research project presentation	5
Bonus mark	2
Total	102

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 keep track of student participation at each class. You are also required to keep a record of your own participation.

Short exercises may be integrated into lectures. Poll Everywhere questions may be embedded in lecture slides and/or posted during the lecture. **The deadline for participation in each week's Poll Everywhere activities is one week after that week's class.** For example, if an activity is covered during the lecture on Tuesday, Sept 15, then the deadline for participation is 8:35am, Tuesday, Sept 22.

To ensure that you receive credit for in-class contribution, make sure a) to attend all lectures and contribute to the class discussion; and b) to use your Carleton's email address

(Firstname.Lastname@carleton.ca) (not your @cmail.carleton.ca account) when signing in Zoom meetings and when participating in Poll Everywhere in class exercise.

Note. There is a period between your first and last name in the @carleton.ca email. This @carleton.ca email address is the one you are registered in cuLearn with and the one you need to receive credit for participation in Zoom and Poll Everywhere.

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.

2. Posts to Discussion Forum

There are seven forum topics in total. You are required (a) to submit your initial post for each of the seven topics and (b) to respond to one of your classmates' initial posts (do so for three different topics). The detailed guideline is available at cuLearn.

3. Chapter Quizzes

To help you assess whether you are learning the material effectively, quizzes are available through Pearson's 'My Lab'.

4. Tests

The two tests will be held online 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. In all cases, you must provide supporting documentation within **five days** after the originally scheduled test.

The tests should be completed by your own efforts and should not collaborate with any other person for ideas or answers. Violations of academic integrity are a serious academic offence, 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.

Should you wish to review your test, you need to book an appointment with the professor within one week after receiving your test grade.

5. Group Work

The guideline of the group work is available at cuLearn. Instructor approvals (or pre-clearance) of your selected research topics are required.

Library Course Guide for BUSI 3209.

<https://library.carleton.ca/research/course-guides/busi-3209>

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 **10%** of the value of the assignment per day. The evaluation form with detailed instruction is available at the course website.

Inability to Complete a Group Assignment Due to Illness or Other Emergencies. The situation of students who cannot contribute to the group marketing plan assignments due to illness or family emergency 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.

Infractions of Academic Integrity. As part of your group assignment, you must complete and upload the 'Declaration of Academic Integrity' form available on cuLearn. 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.

Late Penalty. Late assignments are penalized at the rate of **5%** of the value of the assignment per day (e.g., an assignment worth 15 marks will be penalized 0.75 marks per day).

6. Bonus Mark

Students have the opportunity to earn bonus credit in this course through two means: 1) participation in research studies at the Sprott School of Business, and/or 2) participation in skill development workshops offered by the Centre for Student Academic Support.

- 1) **Research studies:** As a student enrolled in BUSI 3209, you are eligible to participate in behavioural research in exchange for bonus credit in this course. You will receive 1% bonus credit for each hour of participation in a research study, up to a potential maximum of 2%. Any bonus credit earned will be added to your final grade at the end of the term. Sign-up for studies is managed via the Sprott SONA research registration system, located at <https://sprott.sona-systems.com/>. All students registered in this course will receive an email from "Sprott Research Study Sign-Up System" sprott-admin@sona-systems.net at the beginning of the term (typically after the course add/drop date), containing the user ID and password that they can use to sign in. In addition to registering to take part in studies, you can use the SONA system to track your participation and ensure that your bonus credit is recorded. If you have questions, please email: behaviourlab@sprott.carleton.ca for more information.

IMPORTANT NOTE: We do not guarantee that a full 2% bonus credit will be available. Due to variations in research schedules, the number of studies offered each term will vary. In addition, since space in some studies may be limited and certain studies may only be available for a limited time, you are encouraged to register for studies as soon as they become available.

- 2) **Skill development workshops:** As an alternative to participating in research studies, you may take online workshops offered by the Centre for Student Academic Support. This class is participating in the Incentive Program. Since your completion of the workshops will be tracked by CSAS, you must self-enroll through the CSAD Online Learning Community,

at: <https://carleton.ca/csas/online-support>. Please note that while you are encouraged to take the Online Learning Orientation workshop, it is not part of the Incentive Program. For each workshop you take during Fall semester 2020, you will receive 1% bonus credit, up to a maximum of 2%. You may not count workshops completed for other courses or during other time periods towards bonus credit.

You may choose to combine participation in research studies with completion of online workshops. For example, if you participate in two 30 minute research studies, you would earn 1% bonus credit. If you then completed an online workshop, you would earn an additional 1% bonus credit, towards the maximum of 2%.

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	Items due
1	09/15	Discussion of course requirements Introduction to Consumer Behaviour (Ch 1)	Chapter Quiz #1 (Ch.1)
2	09/22	Perception (Ch 2)	Chapter Quiz #2 (Ch.2) Forum topic #1
3	09/29	Learning and Memory (Ch 3) Group members meet and greet	Chapter Quiz #3 (Ch.3) Forum topic #2
4	10/06	Motivation and Affect (Ch 4)	Group contract & project proposal (due by 8:35am, Oct 6, EST) Chapter Quiz #4 (Ch.4) Forum topic #3
5	10/13	Test #1	Duration: 100 minutes 8:35~10:15 *Chapter quizzes (#1-4) & Forum (topics #1-3) will be close at 8:35am, Oct 13, EST.
6	10/20	The Self (Ch 5) Personality Lifestyle and Values (Ch 6)	Chapter Quiz #5 (Ch.5) Chapter Quiz #6 (Ch.6) Forum topic #4
Fall Break: Oct 22-26 (no class)			

7	11/03	Attitudes (Ch 7) Attitude Change and Interactive Communications (Ch 8)	Chapter Quiz #7 (Ch.7) Chapter Quiz #8 (Ch.8) Forum topic #5
8	11/10	Individual Decision Making (Ch 9)	Chapter Quiz #9 (Ch.9) Forum topic #6
9	11/17	Buying and Disposing (Ch 10)	Chapter Quiz #10 (Ch.10) Forum topic #7
10	11/24	Test #2	Duration: 100 minutes 8:35~10:15 Chapter quizzes (#6-10) & Forum (topics #4-7) will be close at 8:35am, Nov 24, EST.
11	12/01	Group project presentations (Attendance is mandatory)	
12	12/08	Group project presentations (Attendance is mandatory)	*Project report (due by 8:35am, Dec 8, EST) *Peer evaluation (due by 8:35am, Dec 9, EST)

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/>

** Note that the office is physically closed. However, e-drop in is available between 8:30-4:30 until social distancing requirements are updated by the Province.*

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 <https://carleton.ca/its/get-started/new-students-2/>
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