

BUSI 4206
Consumer Behaviour
Fall and Winter 2013/2014

Last updated: 2013-09-03

Professor: Dr. Irene Lu

Office: 929 DT

Office Hours: Fridays, 2:30 p.m. to 3:20 p.m.

Class: Fridays, 11:35 p.m. to 2:25 p.m.

Email: listed under course cuLearn Mail

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Teaching Assistant: TBA

Teaching Assistant Email: TBA

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. R., Zaichkowsky, J. L. and Polegato, R. (2013) *Consumer Behaviour: Buying, Having, and Being*, Sixth Canadian Edition. Toronto: Prentice Hall Canada.

Option #1: Print copy

ISBN-10: 0-13-2161117 ISBN-13: 978-0-13-2161114

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

Option #2: Online electronic book subscription

CourseSmart eTextbook.

<http://www.coursesmart.com/013231634X>

ISBN-13: 978-0-13-337210-6

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

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.

MARK ALLOCATION

Individual work (40%)	Marks
- Class Participation	10
- Four tests (The best three of the four tests will be counted.)	30
Group work (60%)	
- Case analysis report	10
- Research Project #1	20
- Research Project #2	30
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 Report 1
 - Minimum grade of 50% on Case Analysis Report
 - Minimum grade of 50% on the total grade of the tests
- Unsatisfactory In-term Performance in this course will lead to:
Failure in this course (regardless of the performance on the Research Project Report 2) Yes No

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	Assignments
1	09/06	- Discussion of course requirements - Introduction to Consumer Behaviour	Ch 1	-Group info due
2	09/13	- Perception	Ch 2	
3	09/20	- Learning and Memory	Ch 3	-Project proposal #1 due -Group contract due
4	09/27	- Motivation and Values	Ch 4	
5	10/04	Test #1 Professor consultation on project	All course materials covered in weeks 1-4	-Lit review ref list for Project #1 due
6	10/11	- The Self / Personality and Lifestyle	Ch 5, 6	
7	10/18	- Attitudes	Ch 7	
8	10/25	- Attitude Change and Interactive Communications	Ch 8	
	11/01	Fall Break (no class)		
9	11/08	Test #2 Professor consultation on project	All course materials covered in weeks 6-8	
10	11/15	Case Analysis: Presentation and Discussion		-Case analysis report due -Peer evaluation due
11	11/22	Research Project #1: Presentations		
12	11/29	Research Project #1: Presentations		-Project Report #1 due with Academic integrity declaration, & Research ethics compliance form -Peer evaluation due
13	01/10	- Individual Decision Making	Ch 9	
14	01/17	- Buying and Disposing	Ch 10	-Project proposal #2 due
15	01/24	- Group Influence and Opinion Leadership	Ch 11	
16	01/31	- Household decision making	Ch 12	-Lit review ref list for Project #2 due
17	02/07	Test #3 Professor consultation on project	All course materials covered in weeks 13-16	
18	02/14	- Consumer and subculture	Ch 13-15	
	02/21	Winter break (no class)		
19	02/28	- Consumer and culture	Ch 16-17	
20	03/07	Special topics		
21	03/14	Test #4 Professor consultation on project	All course materials covered in weeks 18-20	
22	03/21	Meeting individual group for project consultation		
23	03/28	Research Project #2: Presentations		
24	04/04	Research Project #2: Presentations		-Project Report #2 due with Academic integrity declaration, & Research ethics compliance form -Peer evaluation due -Self-assessment of participation due

EVALUATION CRITERIA

1. Class Participation (10%)

Your engagement and participation are necessary for learning and success. Class participation is the classroom 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.

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 and will affect your participation grade.

Non-compliance with basic expectations of classroom behavior can result in a zero or low overall participation grade, even if your contribution to class discussion is great.

Please note that attendance during the classes when the group research reports are being presented (i.e., Sessions 11-12, 23-24) is **mandatory**; failure to attend these classes will result in a reduction of 5% of your final grade for each class missed.

2. Tests (30%)

Four 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 discussed in class prior to each test. No make-up test will be given. If you miss a test, you need to inform the professor within three days after the test day. 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. Case Analysis Report (10%)

A case will be assigned for group work. The case report guideline will be posted on the course cuLearn website.

4. Research Projects (50%)

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

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 <http://carleton.ca/culearn/students>. Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or via email at ccs_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.' In case of class cancellation due to inclement weather, an announcement will be posted on cuLearn as soon as possible.

Email Policy

To contact me, please send me e-mails via cuLearn Mail tool system. I do not respond to student emails over the weekend. During the week I will endeavor to answer your emails within 48 hours; you should not expect an immediate response. I 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.

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.

CLASS POLICIES

Group Peer Evaluation

A group grade will be assigned, but not all members in the group will necessarily receive the same grade. When each group assignment (i.e., Case report and Research Project Reports 1&2) is turned in, each group member will turn in a peer evaluation individually. In total, three group peer evaluations are required from each student. Students who fail to submit the peer evaluation on time will be penalized with 10% of the value of the assignment. The evaluation form with detailed instruction is available at the course website.

Please note that students must **achieve a minimum grade of 50% on the overall grade for the group work to pass the course**. That is, once the peer evaluations have been considered and the grades for group work totalled, individual students must achieve a minimum of 50% to pass the course.

Group Work

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 is 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. Sprott has a number of resources available to help you manage your group process. You can find them here: <http://sprott.carleton.co/students/undergraduate/bcom/group-work-resources/>

Late Penalty

All assignments must be submitted in hardcopy in class and in Word format via cuLearn. Both hardcopy and softcopy of your assignments are due at the beginning of class on the due day. Once the lecture starts, your assignment is late. It is extremely rude to interrupt the lecture to hand your assignment in; wait until the break. Late assignments are penalized at the rate of 5% of the value of the assignment per day (e.g., an assignment worth 10 marks will be penalized 0.5 mark per day). This includes the first day. If your assignment is late, you must make arrangements to deliver the assignment to the professor or teaching assistant at a time that is mutually convenient. The staff in 810 DT will NOT accept assignments. This course is very demanding. It is to your advantage to keep up with the required work and hand your assignments in on time.

INABILITY TO COMPLETE AN INDIVIDUAL ASSIGNMENT OR WRITE THE TESTS DUE TO ILLNESS

If you must miss a test due to verifiable illness (or, in rare cases, some other circumstances beyond your control), you must submit a medical certificate or other verifiable documentation to the professor no later than seven (7) calendar days after the test date.

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.

For all occasions that call for a medical certificate you must use or furnish the information demanded in: http://www1.carleton.ca/registrar/ccms/wp-content/ccms-files/med_cert.pdf

ACADEMIC REGULATIONS, ACCOMMODATIONS, PLAGIARISM, ETC.

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/>

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 WDN = Withdrawn from the course

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

Requests for Academic Accommodation:

Academic Accommodations for Students with Disabilities

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your ***Letter of Accommodation*** at the beginning of the term, and 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 me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

For Religious Obligations:

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and

Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

For Pregnancy:

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

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 expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, 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 <http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

Assistance for Students:

Student Academic Success Centre (SASC): www.carleton.ca/sasc

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): www.carleton.ca/sasc/peer-assisted-study-sessions
