SPROTT
SCHOOL OF BUSINESS

BUSI 4206A
Consumer Behaviour
Fall and Winter 2016/2017

Last updated: 2016-08-30

Professor: Dr Irene Lu
Office: 929 DT
Office Hours: by appointment only
Class: Fridays, 8:35 a.m. to 11:25 a.m.
Email: listed under course cuLearn Mail
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UNDERGRADUATE CALENDAR DESCRIPTION

Traditional socio-psychological theories of consumer behaviour. Current literature and the fundamental theories and concepts from various disciplines. Motivation, personality, perception, learning, communication of innovations, attitude theory, role theory, lifestyle analysis, consumerism.

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.

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 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

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 4206A**" 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 (50%)	Marks
- Class Participation	5
- Four Tests (8% each)	32
- CB Buzz	3
- Qualitative Research Report	10
Group work (50%)	
- Research Project #1	20
- Research Project #2	25
- In-class Theory-Building Assignment	5
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 Theory Building Assignment
  - Minimum grade of 50% on the total grade of the four tests
- 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.

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 your participation grade. The penalty is **3%** per week missed (e.g., your final grade will be reduced by 3% for each missed week). You will lose 1% of your final grade for each missed class (except library and group presentation sessions) (even if your absence is due to late registration).

2. Tests

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 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. CB Buzz

You are required to present a recent article or story related to consumer behaviour in a newspaper, magazine, or journal. The detailed guideline will be posted on cuLearn.

4. Individual Qualitative Research Report

You are required to conduct qualitative research to discover deeper consumer insights. The detailed guideline will be posted on cuLearn.

5. Group Projects

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.

6. In-class Theory Building Group Assignment

The assignment will be discussed in class.

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 re-present 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 10% of the value of the assignment. The evaluation form with detailed instruction is available at the course website.

LATE PENALTY:

All assignments are due at the beginning of class. 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 15 marks will be penalized 0.75 marks per day). This includes the first day. If you hand your assignment in after the lecture begins, you will lose 5%. Do NOT slide your assignment under the professor's office door – this will result in a grade of 0 for the assignment. 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 MIDTERM EXAM DUE TO ILLNESS:

Students who are not able to write the midterm exam due to a certified illness will have the weight of the midterm exam added to their final examination, upon provision of the appropriate documentation at least two weeks before the final examination.

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	Assignments
1	09/09	- Discussion of course requirements - Introduction to Consumer Behaviour	Ch 1	-Group info due
2	09/16	- Perception	Ch 2	
3	09/23	- Learning and Memory	Ch 3	**-Project proposal #1 due** -Group contract due
4	09/30	- Motivation and Affect	Ch 4	
5	10/07	**Test #1**	All course material covered in weeks 1-4	
6	10/14	- The Self / Personality, Lifestyle and Values	Ch 5, 6	
7	10/21	- Attitudes	Ch 7	
		Fall Break: Oct 24-28 (no class)		
8	11/04	- Attitude Change and Interactive Communications	Ch 8	
9	11/11	**Test #2**	All course material covered in weeks 6-9	
10	11/18	Group work on project Professor consultation on project		
11	11/25	**Group Project #1**: Presentations		
12	12/02	**Group Project #1**: Presentations		**- Project Report #1** due with Academic integrity declaration, & Research ethics compliance form -Peer evaluation due
Winter				
13	01/06	- Individual Decision Making	Ch 9	- CB Buzz
14	01/13	- Buying and Disposing - Garbology	Ch 10	**- Project proposal #2 due** - CB Buzz
15	01/20	- Group Influence and Social Media	Ch 11	- CB Buzz
16	01/27	- Income, Social Class, and Family Structure	Ch 12	- CB Buzz
17	02/03	**Test #3**	All course material covered in weeks 13-16	
18	02/10	- Special topic: Family Decision Making - Subcultures	 Ch 13	- CB Buzz
19	02/17	- Cultural Influence on Consumer Behaviour	Ch 14-15	- CB Buzz
		Winter break: Feb 20-24 (no class)		

20	03/03	**- In-class theory building group exercise** (group presentation and group report due at the end of class)		**- Individual qualitative research report due** - CB Buzz
21	03/10	**Test #4**	All course material covered in weeks 18-20	- CB Buzz
22	03/17	Group work on project Professor consultation on project		
23	03/24	**Group Project #2**: Presentations		
24	03/31	**Group Project #2**: Presentations		-**Project Report #2 due** with Academic integrity declaration, & Research ethics compliance form (due March 31) -Peer evaluation due (due April 1)

ADDITIONAL INFORMATION

Course Sharing Websites
Student or professor 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
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

Academic Regulations, Accommodations, 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/

Requests for 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*). **Requests made within two weeks will be reviewed on a case-by-case basis.** After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) 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 and instructors can confirm accommodation eligibility of a religious event or practice by referring to the Equity Services website (http://carleton.ca/equity/accommodation/religious-observances/) for a list of holy days and Carleton's Academic Accommodation policies. If there are any questions on the part of the student or instructor, they can be directed to 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; a grade of Failure in 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: http://carleton.ca/studentaffairs/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're 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/
Be in the know with what's happening at Sprott: Follow @SprottStudents and find us on Facebook SprottStudents Sprott.

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, it would be easier to respond to your inquiries if you would send all email from your Carleton 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/