



**Professor:** Dr. Leighann Neilson

**Office:** 913 Dunton Tower

**Office Hours:** TBA

**Class:** Tuesdays, 2:35 p.m. to 5:25 p.m.

**Email:** leighann.neilson@carleton.ca (preferred contact method)

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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:

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

To achieve these objectives, you will be asked to:

- ❑ learn the key terms, definitions and concepts used in the field;
- ❑ identify and discuss the major concepts and processes that characterize consumer behaviour;
- ❑ demonstrate your knowledge and understanding of the course material by conducting consumer research projects and applying your analytical skills in assessing consumer research problems;
- ❑ engage in your own consumer behaviour with an increased awareness of the internal and external forces at work, whenever you make a purchase, and
- ❑ share with the class your applications of consumer behaviour theory and consumer culture 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, available for purchase in the campus bookstore.  
ISBN-10: 0-13-2161117 ISBN-13: 978-0-13-2161114

Option #2: Online electronic book rental  
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.

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

## **SUPPLEMENTARY READINGS**

In addition to the textbook chapters you will also have readings from scholarly journals for some weeks. You will be able to link to and download these articles through the course cuLearn site. I may also assign readings from magazines and newspapers to supplement the textbook and classroom discussion. These readings will either be handed out in class or a link will be posted on the cuLearn site. In addition, you are encouraged to recommend materials you have read to the professor to enhance our class discussion.

## **COURSE NORMS**

### **Use of cuLearn**

The course website runs under the cuLearn course management system and 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**

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). Please be aware that I do not always 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 discussion group to ascertain whether your classmates can assist you.

### **Cellular Phone Usage**

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. Please refrain from texting during class. I have no intention of answering questions you may have on material you missed while texting.

### **EVALUATION CRITERIA**

A variety of evaluation methods will be used over the course to allow you to demonstrate your mastery of the material. These methods include:

#### **Fall Semester Exam**

An examination encompassing material covered during the fall semester (Chapters 1-9 and 12) will be held during the formal examination period. This exam will most likely adopt a multiple choice format. Additional discussion of the exam will occur in class.

#### **Individual Consumption Journal**

During the fall semester you will create a personal consumption journal using **blogging software** and relate your own consumption episodes to the theory you have been learning in class. The software will be demonstrated in class and additional information regarding minimum requirements for the assignment will be posted on cuLearn. The assignment will be due at the beginning of the first class in Winter semester, allowing you to include your consumption experiences during the December break.

#### **Consumer Research Video, Trailer and Paper**

Working as a part of a group you will select a consumer behaviour topic to research in further detail. A list of related readings will be posted on cuLearn to help you get started along with an outline of the minimum requirements for the term paper. You will also produce a short video as a way of presenting your research results to your classmates along with a 'trailer' to help create 'buzz' for your video. Videos will be shown in class and collectively graded. We will discuss this project further in class and examples of student-produced videos will be shown during lectures.

#### **Winter Semester Take Home Exam**

A take home exam will round out the evaluation methods used. Further discussion will occur in class but at this point I anticipate that you will have a choice of essay/practical questions to answer.

## SUMMARY OF MARK ALLOCATION

<b>Individual work (60%)</b>	<b>Marks</b>
- Fall Semester Exam	20
- Individual Consumption Journal	20
- Winter Semester Take Home Exam	20
<b>Group work (40%)</b>	
- Winter Semester Video, Trailer and Paper	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 Fall Semester Exam
- Unsatisfactory In-term Performance in this course will lead to:  
Failure in this course (regardless of the performance on the Winter Semester Take Home Exam) 2) Yes  No

### **INABILITY TO COMPLETE AN ASSIGNMENT OR WRITE THE MIDTERM EXAM DUE TO ILLNESS**

Because the midterm exam will occur during the formal examination period, students who are not able to write the midterm exam due to a certified illness will have to deal with the registrar's office. The fall term deferred examination period is February 13-21, 2015. I have no control over when you will be asked to rewrite, I only provide a copy of the exam.

If you are not able to submit the consumption journal or take home exam by the deadline, you need to contact me and make alternate arrangements. I will ask you to provide documentation to support your request.

The situation of students who cannot contribute to the group project 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.

Please note that in this course 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](http://www1.carleton.ca/registrar/ccms/wp-content/ccms-files/med_cert.pdf) **Please ensure that your medical practitioner includes a date by which s/he expects you to be able to return to your studies along with an estimate of the extent of time during which you were unable to attend to your studies.**

## TENTATIVE CLASS 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	Assigned Reading	Assignments
1 Sept 9	-Discussion of course requirements -Introduction to Consumer Behaviour	Chapter 1	
2 Sept 16	-How Can We Study Consumer Behaviour?	Hudson and Ozanne (1988) "Alternative Ways of Seeking Knowledge" Arnould and Thompson (2005) "Consumer Culture Theory"	
3 Sept 23	-Perception	Chapter 2	
4 Sept 30	-Learning and Memory	Chapter 3	
5 Oct 7	-Motivation and Affect	Chapter 4	
6 Oct 14	-The Self	Chapter 5 Cushman (1990) "Why the Self is Empty"	
7 Oct 21	-Personality, Lifestyles and Values	Chapter 6	
8 Oct 28	<b>Fall Reading Week – No Classes</b>		
9 Nov 4	-Attitudes	Chapter 7	
10 Nov 11	-Attitude Change and Interactive Communications	Chapter 8	
11 Nov 18	-Individual Decision Making	Chapter 9	
12 Nov 25	-Income, Social Class, and Family Structure	Chapter 12	
13 Dec 2	-Interpersonal Influences: Gift Giving	Ruth, Otnes & Brunel (1999) "Gift Receipt" Sherry, McGrath & Levy (1993) "Dark Side of the Gift" Chapter 14, pgs. 434-438	
Dec 10 – Jan 2	Fall Final Exam Period Dec 10 <sup>th</sup> to 21 <sup>st</sup> University closed from Dec 25 <sup>th</sup> to Jan 2 <sup>nd</sup>		



<b>Session/ Date</b>	<b>Topic/In Class Activities</b>	<b>Assigned Reading</b>	<b>Assignments</b>
14 Jan 6	-Buying and Disposing	Chapter 10 Cherrier & Murray (2010) “Reflexive Dispossession”	<b>Individual CB Journal Due</b>
15 Jan 13	-Group Influence	Chapter 11, pgs. 318-339	
16 Jan 20	-Influence of Social Media	Chapter 11, pgs. 340-343 Kozinets et al. (2010) “Networked Narratives” Kozinets (1997) “I Want to Believe”	
17 Jan 27	-Subcultures, Tribes and Fandom I [TML video; Cult of Mac video]	Chapter 13, pgs. 404-416 Schouten & McAlexander (1995) “Subcultures of Consumption”	
18 Feb 3	-Subcultures, Tribes and Fandom II [Cliff Richards video; Prisoners in Paradise video]	O’Guinn (1991) “Touching Greatness” Belk et al. (1989) “Sacred and Profane”	
19 Feb 10	- Cultural Influences on Consumer Behaviour: Myths and Rituals [Civil War re-enactor video]	Chapter 14, pgs. 430-443 (except for gift giving pages read last semester) Belk and Costa (1998) “Mountain Man” Wallendorf and Arnould (1991) “We Gather Together”	
20 Feb 17	<b>Winter Reading Week – No Classes</b>		
21 Feb 24	-The Creation and Diffusion of Culture [Tom Thompson video & website]	Chapter 15, pgs. 456-466 Peterson (2004) “Production of Culture”	
22 Mar 3	Narrative and Storytelling I [Taster’s Choice ads]	Stern (1995) “Frye’s Taxonomy” Stern (1994) “Classical and Vignette TV Ads”	
23 Mar 10	Narrative and Storytelling II	Mulvey and Stern (2004) “Invisible Narrator”	
24 Mar 17	[flex week]		
25 Mar 24	Film Festival Part I		
26 Mar 31	Film Festival Part II		
27 Apr 7	Course Wrap-up		<b>Exam Due April 23</b>

	Take Home Exam Handed Out		
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## ADDITIONAL INFORMATION

### 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, 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/>

### 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](mailto: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/>.

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**Assistance for Students:**

Student Academic Success Centre (SASC): [www.carleton.ca/sasc](http://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](http://www.carleton.ca/sasc/peer-assisted-study-sessions)

**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.
  - Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, 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 CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>
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**IMPORTANT DATES TO REMEMBER – FALL TERM 2014**

September 2

Fall Term Begins.

Orientation for Teaching Assistants.

September 2-3

Academic Orientation. All students are expected to be on campus. Class and laboratory preparations, departmental introductions for students and other academic preparation activities will be held.

September 4

Fall and fall/winter classes begin.

September 17

Last day of registration for fall term and fall/winter courses.

Last day to change courses or sections (including auditing) for fall/winter and fall term courses.

September 26-28

Summer deferred final examinations to be held.

September 30

Last day to withdraw from Fall term and Fall/Winter courses with a full fee adjustment.

Withdrawals after this date will create no financial change to Fall term fees (financial withdrawal).

October 10

December examination schedule (fall term final and fall/winter mid-terms) available online.

October 13

Statutory holiday, University closed.

October 27-31

Fall break. Classes are suspended.

November 7

Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for December examinations.

November 24

Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examinations Regulations in the Academic Regulations of the University section of the calendar).

December 8

Fall term ends.

Last day of fall-term classes.

Last day for academic withdrawal from fall term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall term courses.

December 9

No classes or examinations take place.

December 10 – 21

Final examinations in fall term courses and mid-term examinations in fall/winter courses may be held. Examinations are normally held all seven days of the week.

December 21

All take home examinations are due.

December 25 to January 2

University closed.

## **IMPORTANT DATES TO REMEMBER – WINTER TERM 2015**

January 5

University reopens. Winter-term classes begin.

January 16, 2015

Last day for registration for winter term courses.

Last day to change courses or sections (including auditing) for winter term courses.

January 31, 2015

Last day for withdrawal from winter term and winter portion of fall/winter courses with full fee adjustment.

February 13, 2015

April examination schedule available online.

February 13-21, 2015

Fall term deferred examinations will be held.

February 16, 2015  
Statutory holiday, University closed.

February 16-20, 2015  
Winter Break, no classes.

March 1, 2015  
Last day for receipt of applications from potential spring (June) graduates.

March 6, 2015  
Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April examinations.

March 24, 2015  
Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar).

April 3, 2015  
Statutory holiday. University closed.

April 8, 2015  
Winter term ends.  
Last day of fall/winter and winter term classes.  
Classes follow a Friday schedule.  
Last day for academic withdrawal from fall/winter and winter term courses.  
Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.

April 9-10, 2015  
No classes or examinations take place.

April 11-23, 2015  
Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all seven days of the week.

April 23, 2015  
All take-home examinations are due on this day.

June 8-18, 2015  
Fall/winter and winter term deferred final examinations will be held.