



BUSI 4206A Consumer Behaviour
Fall 2015 and Winter 2016
Course Hashtag: #BUSI4206

Last updated: 30 July 2015

Professor: Dr. Leighann Neilson

Office: 913 Dunton Tower

Office Hours: by appointment only

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

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Teaching Assistant Email: T.B.A.

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 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 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, Michael, Katherine White and Darren W. Dahl (2014) *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-13: 978-0-13-216111-4

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 via the databases available through the library. I recommend using Business Source Complete to find the articles. 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 @email accounts must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). Please be aware that I respond to email between the hours of 8:30 a.m. and 5 p.m., Monday to

Friday. I will endeavor to answer your emails within 48 hours; you should not expect an immediate response. I will 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

Please make sure that your phone is turned off during class. If your phone rings during class, you will be asked to leave the class and not return that day. If I catch you texting during class, you will be asked to leave and not return that day. During class time your attention should be focused on class activities. If an emergency situation requires you to keep your cell phone turned on, please discuss this with me prior to the class. **Under no circumstances may you use your phone to record lectures or lecture slides or to take photos/video during the class.**

Intellectual Property Rights

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). **I claim my intellectual property rights over all materials I have prepared for this course. I do not grant permission to anyone to share these materials in digital or hard copy via course note sharing websites or in person.**

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:

Consumption Journal/Blog

During the fall semester you will create a personal consumption journal using blogging software and relate your own consumption experiences to the theory you have been learning in class. 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.

Fall Semester Exam

An examination encompassing material covered during the fall semester (textbook chapters, additional readings and videos) will be held during the regular exam period for fall semester. This exam will be scheduled for two hours and include multiple choice and essay answer questions. Additional discussion of the exam will occur in class.

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. Additional material will be posted on cuLearn 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. The exam will cover material from the winter semester and include both short and essay/long answer questions.

SUMMARY OF MARK ALLOCATION

Individual work (60%)	Marks
- Fall Semester Exam	20
- Consumption Journal/Blog	20
- Winter Semester Take Home Exam	20
Group work (40%)	
- 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 AN EXAM DUE TO MEDICAL OR OTHER REASONS

If you are not able to complete the assignments and/or write the examinations in this course because of a certified illness or other reason alternative arrangements will be made on a case by case basis. Please note that you **must** provide documented proof of why you missed the exam or were not able to complete the assignment. I will be following up to confirm the veracity of doctor's notes. If you are a member of a team representing Carleton or Sprott, your coach can provide this documentation via email to my address indicated above. Note that this person cannot be another student. **I do not consider attending practice sessions for case competitions to be sufficient reason to miss assignments in this course.**

The situation of students who cannot contribute to the group project due to certified illness or other reasons 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 **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 3	NO CLASS		
2 Sept 10	-Discussion of course requirements -Introduction to Consumer Behaviour	Chapter 1	
3 Sept 17	-Perception	Chapter 2	
4 Sept 24	-Learning and Memory	Chapter 3	
5 Oct 1	-Motivation and Affect	Chapter 4	
6 Oct 8	-The Self	Chapter 5 Cushman (1990) "Why the Self is Empty"	
7 Oct 15	-Personality, Lifestyles and Values	Chapter 6	
8 Oct 22	-Attitudes	Chapter 7	Group Project Proposal Due
9 Oct 29	Fall Reading Week – No Classes		
10 Nov 5	-Attitude Change and Interactive Communications	Chapter 8	
11 Nov 12	-Individual Decision Making	Chapter 9	Ethics Applications Due (for groups seeking to collect data over the holidays)
12 Nov 19	-Income, Social Class, and Family Structure	Chapter 12	
13 Nov 26	-Interpersonal Influences: Gift Giving	Ruth, Otnes & Brunel (1999) "Gift Receipt" Sherry, McGrath & Levy (1993) "Dark Side of the Gift" Chapter 14, pgs. 434-438	
14 Dec 3	T.B.A.		

Dec 10 – Jan 3rd	Fall Final Exam Period Dec 10 th to 22 nd University closed from Dec 25 th to Jan 3rd
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Session/ Date	Topic/In Class Activities	Assigned Reading	Assignments
15 Jan 7	Other Ways of Studying Consumer Behaviour [Video: Why Do Fans Support Losing Teams? The TML]	Hudson and Ozanne (1988) “Alternative Ways of Seeking Knowledge” Arnould and Thompson (2005) “Consumer Culture Theory”	Consumption Blog due
16 Jan 14	-Buying and Disposing	Chapter 10 Cherrier & Murray (2010) “Reflexive Dispossession”	
17 Jan 21	-Group Influence	Chapter 11, pgs. 318-339	
18 Jan 28	-Influence of Social Media	Chapter 11, pgs. 340-343 Kozinets et al. (2010) “Networked Narratives” Kozinets (1997) “I Want to Believe”	
19 Feb 4	-Subcultures, Tribes and Fandom I [Cult of Mac video]	Chapter 13, pgs. 404-416 Schouten & McAlexander (1995) “Subcultures of Consumption”	
20 Feb 11	-Subcultures, Tribes and Fandom II [Cliff Richards video; Prisoners in Paradise video]	O’Guinn (1991) “Touching Greatness” Belk et al. (1989) “Sacred and Profane”	
21 Feb 18	Winter Reading Week – No Classes		
22 Feb 25	- 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”	
23 Mar 3	-The Creation and Diffusion of Culture [Tom Thomson video, website]	Chapter 15, pgs. 456-466 Peterson (2004) “Production of Culture”	Deadline for submitting trailer URL to prof
24 Mar 10	-Narrative and Storytelling [Taster’s Choice ads]	Stern (1995) “Frye’s Taxonomy” Stern (1994) “Classical and Vignette TV Ads”	
25 Mar 17	Film Festival Part I		

26 Mar 24	Film Festival Part II		
27 Mar 31	Film Festival Part III		
28 Apr 7	Course Wrap-up Take Home Exam Handed Out (due April 23rd)		Group Project Report with consent forms + Video and Trailer copies due

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. Resources for group work are included on the course cuLearn site.

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 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. The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2015 exam period is November 6, 2015 and for the April 2016 exam period is March 6, 2016.

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

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/support-services/>

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.
 - 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 2015

September 1, 2015	Last day for receipt of applications from potential fall (November) graduates.
	Academic orientation.
	Orientation for Teaching Assistants.
	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 2, 2015	Fall term begins. Fall and fall/winter classes begin.
September 4, 2015	Classes follow a Monday schedule.
September 7, 2015	Statutory holiday, University closed.
September 18, 2015	Last day of registration for fall term and fall/winter courses. Last day to change courses or sections (including auditing) for fall term and fall/winter courses.
September 25-27, 2015	Summer deferred final examinations held.
September 30, 2015	Last day to withdraw from fall term and fall/winter courses with a full fee adjustment.
October 9, 2015	December examination schedule (fall term final and fall/winter mid-terms) available online.
October 12, 2015	Statutory holiday, University closed.
October 26-30, 2015	Fall break, no classes.
November 6, 2015	Last day to submit Formal Examination Accommodation Forms to the Paul Menton Centre for Students with Disabilities, for December examinations.
(November 11, 2015)	Statutory holiday, University closed. (NOTE: PENDING GOVERNMENT APPROVAL. IF NOT APPROVED, CLASSES WILL TAKE PLACE AS SCHEDULED) 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).
November 24, 2015	
December 1, 2015	Last day for receipt of applications from potential winter (February) graduates.
December 8, 2015	Fall term ends (NOTE: Pending government approval of November 11 statutory holiday. If the University does not close on November 11, then the term will end on December 7 and December 7 will be the last day of classes.) 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, 2015	No classes or examinations take place.
December 10-22, 2015	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 22, 2015	All take home examinations are due.
December 25 to January 3, 2016	University closed.

IMPORTANT DATES TO REMEMBER – WINTER TERM 2016

January 4, 2016	University reopens.
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January 6, 2016	Winter term classes begin.
January 19, 2016	Last day for registration for winter term courses.
	Last day to change courses or sections (including auditing) for winter term courses.
January 31, 2016	Last day for withdrawal from winter term and winter portion of fall/winter courses with full fee adjustment.
February 12, 2016	April examination schedule available online.
February 12-20, 2016	Fall term deferred final examinations will be held.
February 15, 2016	Statutory holiday. University closed.
February 15-19, 2016	Winter Break, no classes.
March 1, 2016	Last day for receipt of applications from potential spring (June) graduates. Last day for receipt of applications for admission to an undergraduate program for the summer term.
March 6, 2016	Last day to submit, Formal Examination Accommodation Forms to the Paul Menton Centre for Students with Disabilities, for April examinations.
March 24, 2016	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).
March 25, 2016	Statutory holiday, University closed.
April 8, 2016	Winter term ends. Last day of fall/winter and winter term classes.
	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.
	Last day for academic withdrawal from fall/winter and winter term courses.
April 9-10, 2016	No classes or examinations take place.
April 11-23, 2016	Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all seven days of the week.
April 23, 2016	All take home examinations are due on this day.
May 1, 2016	Last day for receipt of applications for undergraduate internal degree transfers to allow for registration for the summer session.
June 6-16, 2016	Fall/winter and winter term deferred final examinations will be held.