



BUSI 3209A Consumer Behaviour - Fall 2022

Last updated on September 3, 2022

Instructor: Dr. Irene Lu
Email: irene.lu@carleton.ca
Class Time: Thursdays, 11:35am – 2:25pm
Classroom: NI 4030
Office Hours: By appointment

* The tests will take place in person at NI 4030. Students are required to bring a laptop to write the tests.

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.

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.

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

Purchase Options:

eTextbook -- Instant Access for 12 months -- for *Consumer Behaviour: Buying, Having, and Being*, Eighth Canadian Edition, 8/E

Author: Solomon et al.

ISBN-13: 9780136578123

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

Author: Solomon et al.

ISBN: 9780135403037

*Access to MyLab is not required for this course. But MyLab has study tools that may enhance your learning. For more information about MyLab, please visit:

<https://mlm.pearson.com/northamerica/students/features/index.html>

If you opt for the MyLab option to access the self-study tools, you may use the following Course I.D to register: **lu11019**

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

COURSE NORMS

Use of Brightspace

The course Brightspace 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 Brightspace as soon as they become available.

To access your courses on Brightspace go to <https://carleton.ca/brightspace>. For help and support, go to <https://carleton.ca/brightspace/students>.

Email Policy

The best way to contact the professor is to send her an email via Brightspace. If you wish to send her an email directly, please be sure to indicate **“BUSI 3209”** in your email’s subject line, so that she will know which of the classes she is teaching you are taking. In keeping with Carleton

University policy, your @cmail or @carleton email 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 Brightspace 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 sessions. If you feel you require this form of accommodation, please contact the Paul Menton Centre to formally request accommodation.

MARK ALLOCATION (Tentative)

Individual work (65%)	Marks
- Class contribution	10
- Reflective blog entries	18
- Test 1	17
- Test 2	20
Group work (35%)	
- Group project	30
- Group project presentation	5
Total	100

EVALUATION CRITERIA

1. Class Contribution

The evaluation of your class contribution will base on the *quality* of your in-class contribution over the course of the term. Your contribution may include sharing examples from your experience, asking insightful questions, presenting a point of view, or drawing conclusions, etc. Questions and comments during final project presentations will be particularly valued.

The quality of your course experience will be directly related to the quality of the in-class contributions – please make every effort to share your thoughts, ideas, experiences, and questions

with your colleagues. Coming to class alone will earn no class contribution marks as it is not an attendance mark. For additional notes on attendance, please see below.

2. Reflective Blog Entries

The detailed guideline is available at Brightspace.

3. Tests

The tests are closed book and closed note. Students are required to bring a laptop to write their tests in class. 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 tests, you need to book an appointment with the professor within one week after receiving your test grade.

4. Group Work

The detailed guideline is available at Brightspace.

ATTENDANCE

Arriving at 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.

Attendance for the sessions when the group project presentations are delivered is mandatory. Failure to attend these sessions or leaving early without prior permission will result in a **2%** penalty per missed session. This will be applied to the class contribution portion of your course grade.

If you are not able to attend due to illness, please ensure that you submit the appropriate medical certificate at the next class/within a week. Since the presentation represents part of the group's grade, your group should decide how to deal with members who cannot contribute during the presentation. If you are a member of a team representing Carleton or Spratt, and are not able to attend the presentations due to a team commitment, your non-student coach can provide documentation via email to the professor's e-mail address indicated above.

LATE PENALTY

Late assignments are penalized at the rate of **50%** of the value of the assignment per day (e.g., an assignment worth 15 marks will be penalized 7.5 marks per day).

INFORMATION ON GROUP ASSIGNMENTS

The intent of group assignments is to provide an opportunity for students to practice managerial skills as well as learn from each other in a setting that more closely approximates the workplace. Group work does NOT consist of dividing the assignment up into parts to be completed by individuals and then be thrown together into one document the night before the assignment is due. Especially in a course that emphasizes professional practice standards this is not recommended. The report should flow as one piece of writing, not a collection of individual styles.

Further, since you are preparing for careers as managers, I expect you to be able to manage your group process in a professional manner. You are responsible for the hiring (and possible firing) decisions that you and your group make. When you make your group contract you should take these matters into account. Sprout has a number of resources available to help you manage your group process.

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 **50%** 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 BrightSpace. 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.

CLASS OUTLINE/SCHEDULE (Tentative and subject to change)

Session	Topic	Items assigned/due
1. Sept 8	Discussion of course requirements Introduction to Consumer Behaviour (Ch 1)	
2. Sept 15	Perception (Ch 2)	Reflective Blog Entry 1
3. Sept 22	Learning and Memory (Ch 3)	Reflective Blog Entry 2 Group contract (due @11:35am, Sept 22)
4. Sept 29	Motivation and Affect (Ch 4)	Reflective Blog Entry 3
5. Oct 6	Test #1 11:35am~1:15pm (100 minutes) In person, use your own laptop	Project proposal (due @11:35am, Oct 6)
6 Oct 13	The Self (Ch 5) Personality Lifestyle and Values (Ch 6)	Reflective Blog Entry 4
7 Oct 20	Attitudes (Ch 7) Attitude Change and Interactive Communications (Ch 8)	Reflective Blog Entry 5
<i>Fall Break (Oct 24-28)</i>		
8 Nov 3	Individual Decision Making (Ch 9)	Reflective Blog Entry 6
9 Nov 10	Test #2 11:35am~1:15pm (100 minutes) In person, use your own laptop	
10 Nov 17	TBD	
11 Nov 24	Presentations - Group project (Attendance is mandatory)	
12 Dec 1	Presentations - Group project (Attendance is mandatory)	*Project report, Declaration of Academic Integrity Survey, & Research Ethics Compliance Survey (due @ 11:35am, Dec 1st) *Peer Evaluation Survey (due @ 11:35am, Dec 2nd)

Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				X
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				X
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>				X
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>				X

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.

Grading

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 Accommodation

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.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the 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. For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.

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 Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

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 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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COVID-19

It is important to remember that COVID is still present in Ottawa. The situation can change at any time and the risks of new variants and outbreaks are very real. There are [a number of actions you can take](#) to lower your risk and the risk you pose to those around you including being vaccinated, wearing a mask, staying home when you're sick, washing your hands and maintaining proper respiratory and cough etiquette.

Feeling sick? Remaining vigilant and not attending work or school when sick or with symptoms is critically important. If you feel ill or exhibit COVID-19 symptoms do not come to class or campus. If you feel ill or exhibit symptoms while on campus or in class, please leave campus immediately. In all situations, you must follow Carleton's [symptom reporting protocols](#).

Masks: Carleton has paused the [COVID-19 Mask Policy](#), but continues to strongly recommend masking when indoors, particularly if physical distancing cannot be maintained. It may become necessary to quickly reinstate the mask requirement if pandemic circumstances were to change.

Vaccines: Further, while proof of vaccination is no longer required as of May 1 to attend campus or in-person activity, it may become necessary for the University to bring back proof of vaccination requirements on short notice if the situation and public health advice changes. Students are strongly encouraged to get a full course of vaccination, including booster doses as soon as they are eligible, and submit their booster dose information in [cuScreen](#) as soon as possible. Please note that Carleton cannot guarantee that it will be able to offer virtual or hybrid learning options for those who are unable to attend the campus.

All members of the Carleton community are required to follow requirements and guidelines regarding health and safety which may change from time to time. For the most recent information about Carleton's COVID-19 response and health and safety requirements please see the [University's COVID-19 website](#) and review the [Frequently Asked Questions \(FAQs\)](#). Should you have additional questions after reviewing, please contact covidinfo@carleton.ca.