



## **BUSI 3209A Consumer Behaviour - Fall 2021**

Last updated on August 27, 2021

<b>Instructor:</b>	Dr. Irene Lu
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<b>Class Time:</b>	Mondays, 8:35am – 11:25pm (Eastern Standard Time)
<b>Class Location:</b>	Zoom meetings
<b>Office Hours:</b>	By appointment
<b>Modality:</b>	Online (All hours synchronous; 100% of lectures are delivered in real time on Zoom)

### **Important note:**

- **Video conferencing tool.** Classes will be taught virtually in the scheduled time slot using the Zoom platform.
- **Audience response tool.** Poll Everywhere will be used as a tool for students to participate in activities. A registration link will be sent to you by the professor.
- **Required resources.** You need a reliable internet connection and a microphone/speaker/webcam on your laptop, desktop or phone in order to participate in class.
- **Time zone.** All deadlines, due dates, examination times and class times are set in Eastern Standard Time (EST). If you are in another time zone you are responsible for making the adjustment to EST.

### **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.

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

Author: Solomon et al.

ISBN: 9780135403037

MyLab Marketing **without Pearson eText** -- Instant Access -- for Consumer Behaviour: Buying, Having, and Being, Eighth Canadian Edition, 8/E

Author: Solomon et al.

ISBN: 9780135403174

\*Students need to purchase access to Pearson's "MyLab" to complete chapter quizzes.

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

### **COURSE NORMS:**

#### ***Use of Brightspace***

This course uses Brightspace, Carleton's new learning management system. To access your courses on Brightspace go to <https://carleton.ca/brightspace>. For help and support, go to <https://carleton.ca/brightspace/students>.

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.

### ***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 3209A**” in your email’s subject line, so that I will know which of the classes I’m teaching you are taking. 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 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 lectures, nor are you permitted to make digital images of the lecture slides. If you feel you require this form of accommodation, please contact the Paul Menton Centre to formally request accommodation.

### ***Privacy Warnings and Zoom Recordings***

Zoom classes may be recorded by the professor. The red light in “Record” on the Zoom toolbar is a notice that the class is being recorded. A recording of the live lectures may be posted, approximately 48 hours after the live session. **Students are expected to attend all LIVE lectures.** The recording may be provided for the *reviewing* purposes of the students enrolled in the class. **Students are not authorized to make a copy of the recorded class and further distribution of sharing is strictly prohibited.** The professor and the TAs may view the recordings for teaching, grading, misconduct investigations and other administrative and academic purposes.

If a student is concerned or needs to make special arrangements to accommodate specific privacy issues, he or she must bring these matters to the attention of the professor within the first week of the term so that reasonable accommodations can be made or an alternate course can be selected by the student.

## **MARK ALLOCATION**

Individual work (60%)	Marks
- Class participation	10
- Posts to discussion forum (10 @1.5)	15
- MyLab chapter quizzes (9 quizzes)	6
- Test 1	13
- Test 2	16
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Group work (40%)	
- Group project	35
- Group project presentation	5
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Total	100

## **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 contribution. Effective participation implies active and continuous contribution to class proceedings on the part of students in the form of asking insightful questions, presenting a point of view, or sharing examples from the media or personal experiences. The professor will keep track of student participation at each class. You are also required to keep a record of your own participation.

Short exercises, breakout room discussions, and Poll Everywhere LIVE activities may be integrated into lectures. To ensure that you receive credit for class participation, make sure to attend all lectures, contribute to the class discussions, and participate in class activities.

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.

### **2. Posts to Discussion Forum**

There are six forum topics in total. You are required (a) to submit your initial post for each of the six topics and (b) to respond to one of your classmates' initial posts (do so for four different topics). The detailed guideline is available at Brightspace.

### **3. MyLab Chapter Quizzes**

To help you assess whether you are learning the material effectively, quizzes are available through Pearson's 'My Lab'.

#### 4. Tests

The two tests will be held online during regular class time. 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.

#### 5. Group Work

The guidelines of the group work are available at Brightspace.

***Library Course Guide for BUSI 3209.***

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

***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 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 – this is GROUP work.

***Late Penalty.*** 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).

## 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.

<b>Session</b>	<b>Topic</b>	<b>Items due</b>
1. Sept 13	Discussion of course requirements Introduction to Consumer Behaviour (Ch 1)	MyLab Chapter Quiz #1 (Ch.1)
2. Sept 20	Perception (Ch 2)	MyLab Chapter Quiz #2 (Ch.2) Forum topic #1
3. 09/27	Learning and Memory (Ch 3)	MyLab Chapter Quiz #3 (Ch.3) Forum topic #2 <b>Group contract</b> (due by 8:35am, Sept 27, EST)
4. Oct 4	Motivation and Affect (Ch 4)	MyLab Chapter Quiz #4 (Ch.4) Forum topic #3 <b>Project proposal</b> (due by 8:35am, Oct 4, EST)
Oct 11	<i>Thanksgiving</i>	
5. Oct 18	<b>Test #1</b>	Duration: 100 minutes 8:35~10:15 <b>*Chapter quizzes (#1-4) &amp; Forum (topics #1-3)</b> will be closed at 8:35am, Oct 18, EST.
<i>Fall Break (Oct 25-29)</i>		
6 Nov 1	The Self (Ch 5) Personality Lifestyle and Values (Ch 6)	MyLab Chapter Quiz #5 (Ch.5) MyLab Chapter Quiz #6 (Ch.6) Forum topic #4
7 Nov 8	Attitudes (Ch 7) Attitude Change and Interactive Communications (Ch 8)	MyLab Chapter Quiz #7 (Ch.7) MyLab Chapter Quiz #8 (Ch.8) Forum topic #5
8 Nov 15	Individual Decision Making (Ch 9)	MyLab Chapter Quiz #9 (Ch.9) Forum topic #6

9 Nov 22	<b>Test #2</b>	Duration: 100 minutes 8:35~10:15 <b>Chapter quizzes (#5-9) &amp; Forum (topics #4-6)</b> will be closed at 8:35am, Nov 22, EST.
10 Nov 29	TBD	
11 Dec 6	Presentations - Group project  (Attendance is mandatory)	
12 Dec 10	Presentations - Group project  (Attendance is mandatory)	<b>*Project report, Declaration of Academic Integrity Survey, &amp; Research Ethics Compliance Survey</b> (due by 8:35am, Dec 10, EST) <b>*Peer Evaluation Survey</b> (due by 8:35am, Dec 11, EST) <b>*All weekly self-evaluation of in-class participation surveys</b> will be closed at 8:35am, Dec 10, EST.

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

<b>Program Learning Goal</b>	<b>Competencies Not Covered</b>	<b>Competencies Introduced (only)</b>	<b>Competencies Taught But Not Assessed</b>	<b>Competencies Taught and Assessed</b>
<b>BC1 Knowledge</b> <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				<b>X</b>
<b>BC2 Collaboration</b> <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				<b>X</b>
<b>BC3 Critical Thinking</b> <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>				<b>X</b>
<b>BC4 Communication</b> <i>Graduates will be effective and persuasive in their communications.</i>				<b>X</b>



## 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.

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 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](http://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](https://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](mailto: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](https://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](https://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](https://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](mailto:bcom@sprott.carleton.ca) or at [bib@sprott.carleton.ca](mailto: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](http://carleton.ca/csas).

### **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, 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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