

Management and Organization Studies 3321G Consumer Behaviour

CONTACT

Instructor: Emily Chen-Bendle
E-mail: echenben@uwo.ca
Office Hours: By appointment.

CLASS

Day: Tuesdays
Time: 8:30 am - 11:30 am
Room: BR-204

COURSE DESCRIPTION

This course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology and economics. Emphasis will be on how behavior is shaped by internal and external influences.

COURSE LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

1. Identify the key terms, concepts and theories of consumer behaviour
2. Evaluate the principal theories of consumer behaviour; critically assess strengths, limitations and applications
3. Apply consumer behaviour concepts to real world marketing problems, developing better marketing programs and strategies to influence those behaviours.
4. Analyse the current trends in consumer behaviour, applying them to the marketing of an actual product or service.
5. Demonstrate effective written communication skills in a professional setting.

Student competency levels on these outcomes will vary. You can expect to achieve these outcomes if you honour course policies, attend classes regularly, complete all assigned work in good faith and on time, demonstrate understanding of the course content and meet all other course expectations of you as a student.

In addition, students will have the opportunity to further develop the following Brescia Competencies:

Competency #	Competency	Level
1	Communication	4
2	Critical Thinking	3
4	Problem Solving	3

Communication includes the articulation of one's ideas, developing informative and persuasive arguments in all forms of communication, understanding the communication context. Students will also develop interpersonal communication skills including working with others in groups, sharing opinions, resolving conflicts, offering ideas, listening to others, asking questions, and demonstrating effective nonverbal behaviours.

Problem Solving includes the development of a problem statement, identification of proposed solutions, selection of a solution, evaluation of that solution, iteration based on communication and feedback from the proposed customer. The

student will be able to identify what she knows about the problem, her assumptions and biases, and will test her assumptions.

Critical Thinking involves reasoning, a process where we create arguments by connecting thoughts together so that some thoughts (premises) provide support for other thoughts (conclusions). There are three basic skills involved in critical thinking: interpretation, verification and reasoning. The first skill comprises understanding how words express or fail to express thoughts, expressing clearly what we mean, and discerning an argument's structure. The second skill involves determining whether premises are acceptable. And the third skill encompasses evaluating whether premises make it reasonable accept the conclusion.

COURSE MATERIALS

Babin, Harris & Murray. (2017) CB with MindTap 6 Month Printed Access Card, 2nd Edition, Hard copy or electronic copy available at <https://www.nelsonbrain.com/shop/isbn/9780176791797>

This text will be available on reserve at Brescia Library.

Case Pack available on Ivey Cases Website (see OWL for link and details). Either electronic copy or hardcopy is available. (Note: only one case is required).

COURSE PREREQUISITES AND ANTIREQUISITES

Prerequisites: MOS 2320A/B or MOS 3320A/B and enrolment in 3rd or 4th year of BMOS.

COPYRIGHT AND INTELLECTUAL PROPERTY

PowerPoint lecture slides and notes, lists of readings, in-class activities, assignment guidelines, and other components of the course materials are typically the intellectual property of the instructor. Unauthorized reproduction through audio-recording, video-recording, photographing, sharing on social media, or posting on course-sharing websites is an infringement of copyright and is prohibited. Such action may be considered a Code of Conduct violation and lead to sanctions.

EVALUATION

Component	Timing	Learning Objective	Brescia Competency	Weight
Contribution	Throughout the semester	1,2,3,4	Communication, Problem Solving, Critical Thinking	10%
Case Study Report: Pillsbury Cookie Challenge (Individual)	February 4	1,2,3,4,5	Communication, Problem Solving, Critical Thinking	15%
Mid-term exam (in class)	February 25	1,2	Communication, Critical Thinking	20%
Team Assignment: Brand Analysis and Recommendations Report	March 31	1,2,3,4,5	Communication, Problem Solving, Critical Thinking	20%
Team Assignment: Brand Analysis and Recommendations Presentation	March 31	1,2,3,4,5	Communication, Problem Solving, Critical Thinking	10%
Final Exam	Exam period; April 6-26. Specific date TBD	1,2,3,4,5	Communication, Critical Thinking	25%

COURSE STRUCTURE AND CONTENT

Date	Readings and Additional Topics	Assignments, Exams
January 7	Course Overview, Learning Outcomes and Class Expectations; Introductions; What is CB	Chapter 1
January 14	Value and the Consumer Behavior Framework, Perception; Details provided on Case Report	Chapters 2 and 3
January 21	Comprehension, Memory and Cognitive Learning; Motivation and Emotion	Chapters 4 and 5
January 28	Personality, Lifestyles and the Self-Concept	Chapter 6
February 4	Attitudes and Attitude Change	Chapter 7 Case Study Report: Pillsbury Cookie Challenge (Individual)
February 11	Consumer Culture	Chapter 8; Detail provided on Brand Analysis
February 18	Reading Week – No Class	Reading Week – No Class
February 25	Mid-term exam (in class)	Mid-term exam (in class)
March 3	Microcultures, Group and Interpersonal Influence	Chapters 9 and 10
March 10	Consumers in Situations and Decision Making (1 of 2)	Chapters 11 and 12 ; Summary of Brand Analysis due
March 17	Decision Making (2 of 2) and Consumption to Satisfaction	Chapter 13 and 14
March 24	Consumer Relationships; Consumer and Marketing Misbehavior	Chapters 15 and 16
March 31	Presentations	Team Assignment: Brand Analysis and Recommendations Report and Presentation
	Exam period; April 6-26. Specific date TBD	Exam

With the exceptions of the mid-term exam and presentations, class time will be used for lectures and activities designed to facilitate student comprehension of the material.

Academic Accommodation

For course components worth 10% or more of the total course grade, please see the Academic Policies and Regulations section at the end of this course outline or consult the Academic Calendar. Students must visit their Academic Advisor for accommodations for **all** assignments. This includes missed classes for all circumstances except for recruiting events or job interviews, in which documentation of the event must be supplied directly to the instructor.

Students must **complete all elements of evaluation** to receive a passing grade in the course. There will be no re-weighting of components within the course unless a student has received an academic accommodation. Please note that grades cannot be adjusted based on need. Your mark in the course will be the mark that you earn based on your demonstrated understanding of the course content. Extra credit assignments are not available and tests and exams cannot be rewritten to obtain a higher mark.

Once a student has written a test or examination she is committed to the mark earned. Late assignments without an academic accommodation will receive a "0". All required assignments are subject to submission for textual similarity review to the commercial plagiarism detection software under license to source documents in the reference database to detect plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

Evaluation Component Descriptions

Contribution

Students will be expected to come to class prepared to actively engage in class – this will not be possible without careful readings of the assignments prior to class. Contribution will include active, engaged listening to the instructor and other students, active, respectful participation in class discussions and exercises. Missed classes, tardy attendance or disengaged attendance (for example, using social media during class) will negatively affect contribution marks. Please see instructor early in the semester if you have any concerns or questions about contribution.

Case Study Report: Pillsbury Cookie Challenge

This is an individual assignment. You are required to conduct an analysis of the Pillsbury Cookie Challenge case, applying key consumer behaviour concepts, and then provide recommendations as a brand manager, based on the consumer insights you identify. You will be provided with written instructions for this assignment during the Week 2 class. This report will be 5 - 7 pages, single spaced.

Mid-term Exam

The mid-term exam will cover all material in chapters 1-8 of the text and all content covered during class time in weeks 1-6 of the course. The format may include multiple choice, short answer, long answer, essay and case analysis.

Team Assignment: Brand Analysis and Recommendations Report

This is a team assignment. You will synthesize and apply concepts learned to a real-world brand. The assignment is designed to show some evidence of significant learning that takes place beyond the classroom. The rationale for this assignment is two-fold: 1) students should learn more from a directed study in a topic in which they have expressed a personal interest,

and 2) it encourages expression of creativity - a critical characteristic of a good marketer. It is suggested that you consult with the instructor while preparing your team assignment. Requesting and integrating feedback while preparing the project is likely to produce better results.

1. Select a brand (with the exception of Pillsbury).
2. Create a one-page summary of your assignment: your choice of brand, rationale for choosing the brand, and the three to four consumer behaviour concepts you plan to apply to the brand. Submit this to your instructor for feedback as indicated in the assignment details and course schedule.
3. Acquire information on this brand, from applied or commercial publications such as magazines, newspapers, corporate websites, marketing databases (available through the library). You are encouraged to consult a librarian in this information search.
4. Analyze the brand by applying a prescribed number of consumer behaviour concepts or theories. Your analysis should include an explanation of the concepts or theories, of how the brand relates to these concepts or theories, and an evaluation of the brand's effectiveness.
5. Provide background information relevant to the brand and its product category.
6. You are encouraged to submit as exhibits items such as sample ads, promotional materials, radio or TV transcripts, urls and other relevant marketing materials.

You will prepare a 7 - 10 page report (single spaced, excluding exhibits, title page and citations) ***including your analysis and providing recommendations to improve marketing strategies and tactics based on consumer insights***. Further information about format, expectations and instructions will be provided in the Week 6 class.

Team Assignment: Brand Analysis and Recommendations Presentation

Each team will craft and deliver a presentation highlighting key findings in the team's report. Details will be provided in the Week 6 class.

Final Exam

The final exam will cover all material in the text and all content covered during class time over the course of the semester. The format may include multiple choice, short answer, long answer, essay and case analysis.

A Note Regarding Email

Please refer to the following guidelines regarding the use of email in this course:

1. Email is fine for sharing information and for setting up meetings and appointments.
2. It is useful for simple questions of clarification, but not ideal for anything more complex. In those cases, please make an appointment with me. This includes questions about grades or group dynamics.
3. Please ensure you use tone and language appropriate to a professional environment in your emails. If you are unclear about what this might entail, don't hesitate to reach out.
4. **I will check email on a daily basis Monday through Friday during normal business hours during the term. I will respond to your emails as promptly as possible, usually within one business day. (Please keep this in mind especially as you approach key deadlines and tests/exams so you don't get stuck!)**

Appointments

Please make an appointment if you wish to meet with me. Appointments can be arranged by approaching me after class or by sending an email to set up a mutually convenient time.

Make sure to be on time, have an objective for the discussion and bring a copy of your paper or exam if you wish to discuss it.

Privacy

In order to respect privacy laws, and the privacy of individual students, the only methods student grades will be communicated will be via OWL, direct contact with me or on a test/exam/report/essay paper. I am not able to email your grade to any email address.

Student grades are confidential. Please take this into consideration when sharing your grades or asking others to share their grades. Your choice to share your grades will not be taken into consideration in any grading decision made and in order to respect the privacy of each student, I will only discuss individual grades with the student in question.

The University is committed to protecting specific types of information, which, if disclosed, could reasonably be expected to result in harm to the University, an identifiable individual, or a third party. As a result, I am not able to release any information including, but not limited to, a student's personal information, attendance or grade records, to anyone other than the individual involved.

Dropping a Course

In order to drop a course without academic penalty, you must drop the course by the following date: Winter Term Half Credit Course March 7

For further details, check the online academic calendar in the registrar's website or check with your academic advisor.

To book an appointment with one of Brescia's Senior Academic Advisors, call 519.432.8353, extension 28266.

The course outline is adapted from Sharen, C., MOS 3321G Course Outline Winter 2015.

2019-20 BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

1. POLICY REGARDING ACADEMIC ACCOMMODATION

The complete policy regarding [Accommodation for Illness - Undergraduate Students](http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12) can be found at http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12.

Students who have long-term or chronic medical conditions which may impede their ability to complete academic responsibilities should seek Academic Accommodation through Student Accessibility Services (http://www.westerncalendar.uwo.ca/PolicyPages.cfm?PolicyCategoryID=1&Command=showCategory&SelectedCalendar=Live&ArchiveID=#Page_10).

Personal commitments (e.g., vacation flight bookings, work schedule) which conflict with a scheduled test, exam or course requirement are **not** grounds for academic accommodation.

1. Students who experience an illness or extenuating circumstance sufficiently severe to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

2. Submitting a **Self-Reported Absence** form provided that the conditions for submission are met;
3. For medical absences, submitting a **Student Medical Certificate (SMC)** signed by a licensed medical or mental health practitioner;
4. For non-medical absences, submitting **appropriate documentation** (e.g., obituary, police report, accident report, court order, etc.) to their Academic Advisor. Students are encouraged to contact their Academic Advisor to clarify what documentation is acceptable.

5.

6. Requests for Academic Consideration Using the Self-Reported Absence Portal

7. Students who experience an unexpected illness or injury or an extenuating circumstance of 48 hours or less that is sufficiently severe to render them unable to meet academic requirements should self-declare using the online Self-Reported Absence portal. This option should be used in situations where the student expects to resume academic responsibilities within 48 hours. Note that the excused absence includes all courses and academic requirements within the up to 48 hours, it is not intended to provide an excused absence from a single course while students fulfill their academic responsibilities in other courses during that time.

8. The following conditions are in place for self-reporting of medical or extenuating circumstances:

1. Students will be allowed a **maximum of two self-reported absences** between September and April and one self-reported absence between May and August;
2. The duration of the absence will be for a maximum of 48 hours from the time the Self-Reported Absence form is completed through the online portal, or from 8:30 am the following morning if the form is submitted after 4:30 pm;
3. The excused absence will terminate prior to the end of the 48 hour period if the student undertakes significant academic responsibilities (writes a test, submits a paper) during that time;
4. Self-reported absences will **not** be allowed for scheduled final examinations; midterm examinations scheduled during the December examination period; or for final lab examinations scheduled during the final week of term;

5. Self-report absences may **not** be used for assessments worth more than 30% of any course;
6. Any absences in excess of 48 hours will require students to present a Student Medical Certificate (SMC), or appropriate documentation;
7. Students **must** communicate with their instructors **no later than 24** hours after the end of the period covered by the Self-Reported Absence form to clarify how they will fulfil the academic expectations they may have missed during the absence.

9.

10. **Request for Academic Consideration for a Medical Absence**

When a student requests academic accommodation (e.g., extension of a deadline, a makeup exam) for work representing 10% or more of the student's overall grade in the course, it is the responsibility of the student to provide acceptable documentation to support a medical or compassionate claim. All such requests for academic accommodation **must** be made through an Academic Advisor and include supporting documentation.

Academic accommodation for illness will be granted only if the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete their academic responsibilities. Minor ailments typically treated by over-the-counter medications will not normally be accommodated.

The following conditions apply for students seeking academic accommodation on medical grounds:

1. Students must submit their Student Medical Certificate (SMC) along with a request for relief specifying the nature of the accommodation being requested no later than two business days after the date specified for resuming responsibilities. An SMC can be downloaded from http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf ;
2. In cases where there might be an extended absence or serious issue, students should submit their documentation promptly and consult their Academic Advisor for advice during their recovery period;
3. Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, scheduled tests or examinations, and other academic requirements;
4. Students **must** communicate with their instructors **no later than 24 hours** after the end of the period covered by the SMC to clarify how they will fulfil the academic expectations they may have missed during the absence;
5. Appropriate academic accommodation will be determined by the Dean's Office/Academic Advisor in consultation with the course instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements, arranging Special Exams (make-ups), re-weighting course requirements, or granting late withdrawal without academic penalty.

The [full policy on requesting accommodation due to illness](http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12) can be viewed at:

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12

2. ACADEMIC CONCERNS

If you feel that you have a medical or personal challenge that is interfering with your work, contact your instructor and Academic Advisor as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. Retroactive requests for academic accommodation on medical or compassionate grounds are not normally considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult your Academic Advisor. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines; please refer to the [Registrar's website](http://brescia.uwo.ca/academics/registrar-services/), <http://brescia.uwo.ca/academics/registrar-services/> or the list of official sessional dates in the Academic Calendar (<http://www.westerncalendar.uwo.ca/SessionalDates.cfm?SelectedCalendar=Live&ArchiveID=>).

You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. *Note that dropping a course may affect OSAP eligibility and/or Entrance Scholarship eligibility.*

3. ABSENCES

Short Absences: If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate. Contact the course instructor if you have any questions.

Extended Absences: If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work, and arrange academic accommodations if appropriate and warranted.

It is important to note that the Academic Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year or for too frequent absence from the class or laboratory (http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=5&SelectedCalendar=Live&ArchiveID=#SubHeading_68).

4. SCHOLASTIC OFFENCES

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence at: http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_20.

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. Note that such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. Students are advised to consult the section on Scholastic Discipline for Undergraduate Students in the Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Academic Dean's Office, or the Registrar. A claim that "you didn't know it was wrong" is not accepted as an excuse.

The penalties for a student guilty of a scholastic offence (including plagiarism) include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

Plagiarism:

Students must write their essays and assignments in their own words. Whenever students take an idea or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Computer-marked Tests/exams:

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating. Software currently in use to score computer-marked multiple-choice tests and exams performs a similarity review as part of standard exam analysis.

5. PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

All appeals of a grade must be directed first to the course instructor. If the student is not satisfied with the decision of the course instructor, a written appeal is to be sent to the School Chair. If the response of the Chair is considered unsatisfactory to the student, they may then submit a written appeal to the Office of the Dean. If the student is not satisfied with the decision of the Dean, they may appeal to the Senate Review Board Academic (SRBA), if there are sufficient grounds for the appeal and if the matter falls within the jurisdiction of the SRBA. For information on academic appeals consult your Academic Advisor or see the Student Academic Appeals – Undergraduate in the Academic Calendar http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_14.

Note that final course marks are not official until the Academic Dean has reviewed and signed the final grade report for the course. If course marks deviate from acceptable and appropriate standards, the Academic Dean may require grades to be adjusted to align them with accepted grading practices.

6. PREREQUISITES

Unless you have either the prerequisites for a course or written special permission from the Dean to enroll in it, you will be removed from the course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisite(s).

7. SUPPORT

Support Services

The Brescia University College Registrar's website, with a link to Academic Advisors, is at <http://brescia.uwo.ca/academics/registrar-services/>. Students can access supports through Brescia's Student Life Centre (<http://brescia.uwo.ca/life/student-life/>) and Learning Skills Services at Western (<https://www.uwo.ca/sdc/learning/>)

Mental Health and Wellness

Students may experience a range of issues that can cause barriers to your learning, such as increased anxiety, feeling overwhelmed, feeling down or lost, difficulty concentrating and/or lack of motivation. Services are available to assist you with addressing these and other concerns you may be experiencing. You can obtain information about how to obtain help for yourself or others through **Mental Health & Wellness at Brescia** (<http://brescia.uwo.ca/life/mental-health-wellness/>) and **Health and Wellness at Western**, http://uwo.ca/health/mental_wellbeing/index.html.

Sexual Violence

All members of the Brescia University College community have a right to work and study in an environment that is free from any form of sexual violence. Brescia University College recognizes that the prevention of, and response to, Sexual Violence is of particular importance in the university environment. Sexual Violence is strictly prohibited and unacceptable and will not be tolerated. Brescia is committed to preventing Sexual Violence and creating a safe space for anyone in the Brescia community who has experienced Sexual Violence.

If you or someone you know has experienced any form of Sexual Violence, you may access resources at <http://brescia.uwo.ca/life/sexual-violence/>.

Portions of this document were taken from the Academic Calendar, the Handbook of Academic and Scholarship Policy and the Academic Handbook of Senate Regulations. This document is a summary of relevant regulations and does not supersede the academic policies and regulations of the Senate of the University of Western Ontario.
