



**Department of Marketing and Consumer Studies**

**MCS\*2600  
FUNDAMENTALS OF CONSUMER BEHAVIOUR  
Winter 2012**



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**Instructor(s):** Lianne Foti, Assistant Professor, Academic Advisor  
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Office Hours: Mondays 12:00-2:00pm.

**Class Times and Location:** Tuesdays and Thursdays 8:30AM-9:50AM, MACK 115

**Course Description and Objectives:**

Organizations survive and achieve their goals by satisfying the needs and wants of consumers as well as or better than their competitors. This course examines consumer behaviours, the economic, social, cultural and psychological factors related to consumer behaviours, the evolution and change in behaviours and relationships, and the ways in which consumers respond to stimuli employed in the marketing of products, services and ideas.

The American Marketing Association defines *consumer behaviour* as “the dynamic interaction of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives.” More generally, consumer behaviour is a marriage between psychology and marketing. Understanding the psychology and behaviour of the consumer can help marketers determine whether new products are likely to be adopted or expect reactions to changes in the marketing mix.

This course is designed to have you become familiar with the key concepts and theories of consumer behaviour and it provides you with the opportunity to apply them to real world marketing problems. Theory learning and application experience will enable you to evaluate the effectiveness of current marketing practices and develop your own ideas about their future research.

**COLLABORTORS: FRHD\*2260: Infant Development**

In an endeavour to create an interdisciplinary course which will enhance the learning process and engagement of students. This course will require students to partner with students from the Family Relations & Applied Nutrition course, Infant Development (Instructor: Prof. Susan Chuang).

It is recognized that there are challenges when collaborating in group projects, therefore class time will be dedicated to the project (see schedule for times). It is expected that all students in the group will actively participate in the project from the company report, to the design of the toy, to the various presentations.

## Anticipated Course Schedule

(subject to change)

<u>Dates</u>	<u>Topic</u>	<u>Readings</u>
Jan. 10/12	Introduction to the Course	Chapters 1, 3
Jan. 12/12	Consumer Motivation	Chapter 4
Jan. 17/12	Consumer Perception	Chapter 6
Jan. 19/12	*Group Time*	
Jan. 24/12	Personality and Consumer Behaviour	Chapter 5
Jan. 26/12	Elements of Consumer Learning	Chapter 7
Jan. 31/12	Elements of Consumer Learning <b><u>Company Report Due</u></b>	Chapter 7
Feb. 02/12	Consumer Attitude Formation	Chapter 8
Feb. 07/12	Consumer Attitude Change	Chapter 8
Feb. 9/12	*Group Time*	
Feb. 14/12	Communication and Consumer Behaviour	Chapter 9
Feb. 16/12	The Family and Its Social Class Standing	Chapter 10
Feb. 20/12	<b><u>Reading Week</u></b>	
Feb. 28/12	<b><u>Midterm</u></b>	
Mar. 01/12	*Group Time*	
Mar. 06/12	The Family and Its Social Class Standing	Chapter 10
Mar. 08/12	Consumer Decision Making and Beyond	Chapter 15
Mar. 13/12	*Group Time*	
Mar. 15/12	<b><u>In-class Presentation</u></b>	
Mar. 20/12	<b><u>In-class Presentation</u></b>	
Mar. 22/12	<b><u>In-class Presentation / *Upload Project Video: MCS2600 GroupX*</u></b>	
Mar. 26/12	<b><u>Poster Presentations ~Peter Clark Hall, UC 5:30-7:00PM</u></b>	
Mar. 27/12	Cross-Cultural Consumer Behaviour: An International Perspective	Chapter 13
Mar. 29/12	Cross-Cultural Consumer Behaviour: An International Perspective	Chapter 13
April. 03/12	Guest Speaker/Marketing Ethics and Social Responsibility	Chapter 16
April. 05/12	Course Review	

**Final exam will be scheduled during the exam period.**

**Course Textbook:**

Title: Consumer Behaviour  
 Author: Schiffman, Kanuk & Das  
 Edition: Tenth Edition (2010)  
 ISBN: 9780135053010  
 Publisher: Pearson/Prentice Hall

**Method and Timing of Evaluation:**

Your performance will be evaluated based on the following:

Assignment/Examination	Date	Marks allocated
Company Report	Jan, 31 <sup>st</sup>	2%
Midterm	Feb, 28 <sup>th</sup>	30%
In-class Presentation	TBA	5%
Final Group Paper	TBA	10%
Toy Video	March, 22 <sup>nd</sup>	4%
Poster Presentation	March, 26 <sup>th</sup>	11%
Research Participation	April, 5 <sup>th</sup>	3%
Final Exam	April, 19 <sup>th</sup>	35%

**Course Format****Midterm -30%**

The midterm is on February 28<sup>th</sup> and will consist of both multiple choice and short answer questions. Students will be tested on all the material that has been covered from the start of the class to the midterm date.

**Multidisciplinary Group Project**

Toy companies are constantly developing new toys to sell to the general public. However, some toys are more successful in penetrating the market than others. For this class, students will develop one toy, a company report, an in-class presentation, a poster presentation, a short video, and a final paper. Groups will consist of four MCS students, along with four FRHD students. If you want to change teams, you must find another individual to change with you.

This major integrative project will analyze and apply relevant consumer behaviour principles when developing the toy. Students should refer to the various theories and methods described within the textbook and discussed daily in class when synthesizing and creating their new toy product.

The Group Project is designed to show evidence of significant learning that takes place beyond the classroom. The rationale for this assignment is three-fold: (1) students will learn more from the directed study of a topic in which they have expressed a personal interest, (2) it will enhance the learning process through interdisciplinary student collaboration, and (3) it will encourage the expression of creativity –a critical characteristic of a good marketer.

Overall, the group project is worth 32% of your final grade: this grade consists of 2% for the company report, 4% for the toy video, 5% for the in-class presentation, 10% for the final paper, and 11% for the poster presentation.

It is suggested that you consult with the instructor while preparing your group project. Getting feedback, while you are preparing the project, is likely to produce better results. Specific class times have been assigned for this purpose.

### **Company Report -2%**

Students will collectively hand in ONE report, providing the company's name, mission statement, and advisory board (list of ALL students' names, indicating which class they belong to). Be creative on the 1 page (e.g., design a logo, use colour). View this one page as your advertisement to your new company. DUE: **JANUARY 31<sup>st</sup>**.

### **In-Class Presentation -5%**

Present your group project in class: 5 minute oral group presentation followed by a 2 minute question and answer session. It is mandatory to attend and participate in your group's project presentation.

### **Final Papers -10%**

Each group is responsible for submitting a formal write-up of their group project (one submission per group). Format information will be available on CourseLink.

### **Toy Video -4%**

It is important to be able to disseminate knowledge in a short amount of time. For the Toy Video, students will create a two-minute video and upload it on YouTube.com. There are features in YouTube where you can make the video accessible to only the instructor or teaching assistant. The header of the video MUST start with "MCS2600 Group X". The Toy Video must be uploaded by Thursday March 22<sup>nd</sup>, midnight. For fun, those who are willing to publicize their video, the most "liked" will receive a prize! Votes will be counted by the deadline. Focus on 2-3 relevant consumer behaviour concepts.

### **Grading Criteria:**

- Successful upload (1%)
- Identify 2-3 relevant consumer behaviour concepts (2%)
- Overall presentation (1%)

### **Poster Presentation -11%**

Students will present their toy project in a poster session with a public unveiling of your new toy. The presentations will be held in the *University Centre, Peter Clark Hall*. Students MUST dress in business attire and all students must be present. The posters will be placed on a tri-fold poster board which can stand on a table. Half of the poster will be MCS and the other half will be completed by FRHD. Be creative on how the space is shared. Presentations will be at **NIGHT, MONDAY, MARCH 26<sup>th</sup>, from 5:30 – 7:00PM.**

### **Grading Criteria –Poster:**

- Is the toy description and target age clearly stated? (2%)
- Are the relevant consumer behaviour concepts clearly summarized? (5%)

### **Grading Criteria –Toy:**

- Use of materials? (1%)
- Level of creativity in terms of innovation of the toy (1%)
- Presentation of the toy (1%)
- Professionalism (1%)
- Beyond expectation? -1 extra credit ☺

### **Student Effort Evaluation (SEE)**

This peer evaluation form will be available on Courselink. Group work **MUST** be accompanied with this form, which will assess each individual's efforts on the report/project, with a maximum of 100%. All of these scores will be averaged and then multiplied by the grade. For example, if your overall effort is 60% and the report receives an 8.5/10, your grade is  $60\% \times 8.5 = 5.1/10$ . Student Effort Evaluations will be handed in **SPEARATELY** from the report. \*If you believe that all team members deserve 100% of the grade, then do *not* hand in a SEE. If you have difficulty working with your group members during the semester, you are encouraged to attempt to resolve these issues within the group. As a last resort, you should meet the instructor in person during office hours. (Do not use email for this purpose).

### **Research Participation -3%**

Students will sign up to participate in **one** research study offered by the Department of Marketing and Consumer Studies. Available studies will be posted on D2L. The purpose of this study is to help students understand the research process underlying consumer decision-making in different situations. A one-page summary of your experience as a participant must be submitted to the instructor. In lieu of participating in a study, students may submit a 2-page summary of a research article that has appeared in either the *Journal of Consumer Research* or the *Journal of Consumer Psychology*. The research component for this course is worth 3% of your final grade.

### **Final Exam -35%**

The final exam will be scheduled during the exam period. All material discussed in the class lectures and highlighted in the textbook will be covered. Even though the final exam covers the entire course, major emphasis will be on material since the mid-term.

If you are forced to miss the Midterm on February 28<sup>th</sup>, or your given presentation date for the Group Project Presentations, please provide a doctor's note or other valid evidence within one week. If accepted, the weight for that test will be moved to your final exam.

Final examination conflict: Students are responsible for ensuring that they do not have a time conflict with examinations in other courses. You are not permitted to enroll in this course if you have a time conflict with another course.

### **Courselink**

This course uses a variety of materials and resources. One of your primary resources will be the course website (<http://courselink.uoguelph.ca>). All announcements, student grades, required and recommended readings, assignments and updates will be posted here. You will also be able to access any handouts you may have missed through this site. Check this site often.

## **Policies and Regulations**

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

### **Academic Misconduct:**

The University of Guelph is committed to upholding the highest standards of academic integrity and directs all members of the University community – faculty, staff and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar at: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

### **Academic Consideration:**

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar ([http://www.uoguelph.ca/undergrad\\_calendar/c08/c08-ac.shtml](http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml)) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

### **Religious Holidays:**

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

## **Code of Conduct – The Top Ten**

As a student in the Department of Marketing, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through groundbreaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives, self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, smart phones) that is not relevant to the learning activities of that class.
5. Turn off all cellular devices at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).