

MCS*2600
Consumer Behaviour
Winter 2020
0.5 Credits

General Course Information

Instructor: Jing Wan
Email jingwan@uoguelph.ca
Office Location MINS213D
Office Hours By appointment
Department/School Marketing

Class Schedule: Tues, Thurs 8:30-9:50am (section 01) and 1:00-2:20pm (section 02)

Pre-requisites: MCS*1000, (1 of BUS*2090, HROB*2090, HROB*2100, PSYC*1000, PSYC*1200). Although not required, it is recommended that students take PSYC*1000 prior to MCS*2600

Restrictions: Registration in BCOMM programs, BCOMM.MKTG minor, or BAH:EURS_EB This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information

Course Description

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.

Course Learning Outcomes

Upon successfully completing this course, you will:

Knowledge and Understanding:

- 1) Understand and explain the theories and concepts relevant to various aspects of consumer behaviour and discuss how marketers can use these theories in designing marketing strategies.
- 2) Apply these concepts to analyze marketing issues and evaluate real-world marketing strategies, such as advertising, product development, packaging design, etc., via assignments, presentations, and projects.

Discipline/Professional and Transferable Skills:

3) Develop and evaluate marketing strategies to influence consumer behaviours.

Attitudes and Values

N/A

Summary of Course Content and Materials

Tentative course schedule

Class	Date	Topic	Activity/Assessment
1	Jan 7	Course overview	
2	Jan 9	Introduction to Consumer Behaviour	Chapter 1
3	Jan 14	Perception	Chapter 2
4	Jan 16	Perception	Chapter 2
5	Jan 21	Learning & Memory	Chapter 3
6	Jan 23	Learning & Memory	Chapter 3
7	Jan 28	Motivation & Affect	Chapter 4 + Quiz 1
8	Jan 30	Motivation & Affect	Chapter 4
9	Feb 4		Experiment Presentation Day 1
10	Feb 6		Experiment Presentation Day 2
11	Feb 11	The Self	Chapter 5
12	Feb 13	Personality, Lifestyle & Values	Chapter 6
13	Feb 17-21		NO CLASS
14	Feb 25		Midterm [chapters 1-5]
15	Feb 27	Attitudes	Chapter 7
16	Mar 3	Attitudes	Chapter 7
17	Mar 5	Attitude Change	Chapter 8 + Quiz 2
18	Mar 10	Consumer Decision Making	Chapter 9
19	Mar 12	Consumer Decision Making	Chapter 9-10
20	Mar 17	Consumer Decision Making	Chapter 10
21	Mar 19	Group Influence	Chapter 11 + Quiz 3
22	Mar 24	Cultural Influence	Chapter 13-14
23	Mar 26		Exam Review/Q&A
24	Mar 31		Group Project Presentation Day 1
25	Apr 2		Group Project Presentation Day 2

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	10%	Experiment Presentation	LO 1-2	Feb 4/6

Assessment 2:	21%	Consumer Behaviour Application Group Project	LO 1-3	<i>Mar 31/Apr 2</i>
Assessment 3:	15%	3 In-class Quizzes	LO 1-3	<i>Jan 28/Mar 5/Mar 19</i>
Assessment 4:	20%	Midterm Exam	LO 1-3	<i>Feb 25</i>
Assessment 5:	30%	Final Exam	LO 1-3	<i>See exam schedule</i>
Assessment 6:	4%	SONA (experiment) Participation	LO 1	<i>Can be completed any time before Apr 3</i>
Total	100%			

Teaching and Learning Practices

Lectures

- Lectures & in-class discussions twice a week
- In-class group presentations (twice in the semester)
- In-class quizzes to encourage students to keep abreast of the course materials (three times in the semester)

Course Resources

Required Text: Solomon, Mike, Katherine White, and Darren W. Dhal (2017), *Consumer Behaviour: Buying, Having, Being*, 7th Canadian Edition, Pearson.

Recommended Text: N/A

Other Resources: Additional readings may be assigned or recommended during the course.

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Missed Assignments/Tests/etc.

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines. If you have documentation to send to the instructor to excuse your absence, you should send your documentation within a week of the absence unless otherwise discussed with the instructor.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of 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.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before

submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)


Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is April 03, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Date Submitted to Chair:	December 9, 2019
Chair Signature (Approval):	
Date Approved by Chair:	