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| A picture containing clipart  Description automatically generated | | MCS\*2600  Consumer Behaviour  Fall 2021 0.5 Credits | | | | |
| General Course Information | | | | | | |
| Instructor: | | | | Jing Wan | | |
| *Email* | | | | jingwan@uoguelph.ca | | |
| *Office Location* | | | | MINS 213D | | |
| *Office Hours* | | | | By appointment | | |
| *Department/School* | | | | Marketing & Consumer Studies | | |
|  | | | |  | | |
| Class Schedule: | | | In-person lectures held on Mon, 11:30AM - 12:50PM (Section 02) and 2:30 - 3:50PM (Section 03) Online, synchronous lectures held on Wed, 11:30AM - 12:50PM (Section 02) and 2:30PM - 3:50PM (Section 03) | | | |
| Pre-requisites: | | | [MCS\*1000](https://www.uoguelph.ca/registrar/calendars/undergraduate/2016-2017/c12/c12cost.shtml#MCS1000), (1 of [BUS\*2090](https://www.uoguelph.ca/registrar/calendars/undergraduate/2016-2017/includes/discontinued.shtml), [HROB\*2090](https://www.uoguelph.ca/registrar/calendars/undergraduate/2016-2017/c12/c12hrob.shtml#HROB2090), [HROB\*2100](https://www.uoguelph.ca/registrar/calendars/undergraduate/2016-2017/c12/c12hrob.shtml#HROB2100), [PSYC\*1000](https://www.uoguelph.ca/registrar/calendars/undergraduate/2016-2017/c12/c12psyc.shtml#PSYC1000), [PSYC\*1200](https://www.uoguelph.ca/registrar/calendars/undergraduate/2016-2017/includes/discontinued.shtml)). Although not required, it is recommended that students take [PSYC\*1000](https://www.uoguelph.ca/registrar/calendars/undergraduate/2016-2017/c12/c12psyc.shtml#PSYC1000) prior to [MCS\*2600](https://www.uoguelph.ca/registrar/calendars/undergraduate/2016-2017/c12/c12cost.shtml#MCS2600). | | | |
| Restrictions: | | | Registration in B.Comm. programs, 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 the successful completion of this course, students should be able to:   * (L1) Describe the theories and concepts relevant to various aspects of consumer behaviour and discuss how marketers can use these theories in designing marketing strategies. * (L2) 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. * (L3) Develop and evaluate marketing strategies to influence consumer behaviours. | | | | | | |
| 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. 3. Develop and evaluate marketing strategies to influence consumer behaviours. | | | | | | |
| Discipline/Professional and Transferable Skills: | | | | | | |
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| Attitudes and Values | | | | | | |
| N/A | | | | | | |
| Summary of Course Content and Materials | | | | | | |
| Tentative course schedule   |  |  |  | | --- | --- | --- | | **Date** | **Topic** | **Activity/Assessment** | | Sept 13 | Course overview + Intro (Ch1) | Course overview (in-person) | | Sept 15 | Intro | Intro to CB + Research Methods (online) | | Sept 20 | Perception (Ch2) | Sensation and Perception (in-person) | | Sept 22 | Perception | Attention, Exposure, Interpretation (online) | | Sept 27 | Learning & Memory (Ch3) | Learning (in-person) | | Sept 29 | Learning & Memory | Memory (online)  Quiz 1 | | Oct 4 | Motivation & Affect (Ch4) | Affect and Consumer Involvement (in-person) | | Oct 6 | Motivation & Affect | Motivation (online)  Quiz 2 | | Oct 11 | Thanksgiving Monday | | | Oct 13 | Midterm: Ch1-Ch4 | Midterm (online) | | Oct 18 |  | Assignment #1 Presentation (in-person) | | Oct 20 |  | Assignment #1 Presentation (in-person) | | Oct 25 | The Self (Ch5) | The Self (in-person) | | Oct 27 | Personality (Ch6) | Personality (online)  Quiz 3 | | Nov 1 | Attitudes (Ch7) | Attitudes (in-person) | | Nov 3 | Attitudes | Attitudes (online)  Quiz 4 | | Nov 8 | Attitude Change (Ch8) | Attitude Change (in-person) | | Nov 10 | Attitude Change | Attitude Change (online)  Quiz 5 | | Nov 15 | Decision Making (Ch9) | Decision Making (in-person) | | Nov 17 | Decision Making | Decision Making (online)  Quiz 6 | | Nov 22 | Buying and Disposing (Ch10) | Buying and Disposing (in-person) | | Nov 24 | Group Influence (Ch11) | Group Influence (online)  Quiz 7 | | Nov 29 |  | Assignment #2 Presentation (in-person) | | Dec 1 |  | Assignment #2 Presentation (in-person) | | Dec 3 |  | Review + Q&A (online) | | Dec 6 | Exam Week Starts | | | | | | | | |
| Course Assessment | | | | | | |
|  | *.* |  | | | Associated Learning Outcomes | Due Date/ location |
| Assign #1 | 11% | Group Experiment Presentation | | | LO 1-2 | *Oct 18/20* |
| Assign #2 | 20% | Group Project & Presentation | | | LO 1-3 | *Nov 29/Dec 1* |
| Assign #3 | 15% | Online Quizzes (3% each x 5) | | | LO 1-3 | *Once a week* |
| Assign #4 | 20% | Midterm Exam | | | LO 1-3 | *Oct 13* |
| **Assign #5** | 30% | Final Exam | | | LO 1-3 | *See exam schedule* |
| **Assign #6** | 4% | SONA (experiment) Participation | | | LO 1 | *Can be completed any time before Dec 3th* |
| Total | **100%** |  | | |  |  |
| Teaching and Learning Practices | | | | | | |
| Lectures | * In-person lectures once a week; virtual lectures once a week * In-class group presentations * Quizzes to encourage students to keep abreast of the course materials (seven times in the semester) | | | | | |
| Course Resources | | | | | | |
| Required Text: Solomon, Mike, Katherine White, and Darren W. Dhal (2020), Consumer Behaviour: Buying, Having, Being, 8th Canadian Edition, Pearson. MyLab is also required. | | | | | | |
| 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 | | | | | | |
| DisclaimerPlease note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website [ <https://news.uoguelph.ca/2019-novel-coronavirus-information/covid-19-communication-updates/> ] and circulated by email.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](https://www.uoguelph.ca/ccs/learning-resources/instructional-research/course-evaluation) | | | | | | |
| 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, December 3, 2020, the last day of classes**.** For regulations and procedures for Dropping Courses, see the Academic Calendar:  <https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml> | | | | | | |

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| **Date Submitted to Chair:** | July 28, 2021. |
| **Chair Signature (Approval):** |  |
| **Date Approved by Chair:** |  |

**Appendix A: Code of Conduct – The Top Ten**

As a student in the Department of Marketing and Consumer Studies, 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 ground-breaking 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. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. Turn off your cell phone 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).

**Appendix B: Reference Format**

Students are encouraged to follow the reference style adopted by Journal of Marketing. For details please go to <http://www.marketingjournals.org/jm/ms_stylespecs.php#citations>

**General Reference Guidelines**

References are to be listed alphabetically, last name first, followed by publication date in parentheses. Use full first name, not just initials. The reference list is not intended to serve as a bibliography; all unnecessary, redundant, or tangential references should be eliminated. Each reference should be cited in text at the appropriate place. Do not include uncited works in the reference list.

For citations of up to three authors, list all author names; for four or more authors, use the first author's name followed by "et al." (no italics). A series of citations should be listed in alphabetical order and separated by semicolons: (Donnelly 1961; Kinsey 1960; Wensley 1981).

Citation in the text should be by the author's last name and year of publication, enclosed in parentheses without punctuation: "(Kinsey 1960)." If you use the author's name within the sentence, there is no need to repeat the name in the citation; just use the year of publication in parentheses, as in "The Howard Harris Program (1966)...." If a particular page, section, or equation is cited, it should be placed within the parentheses: "(Kinsey 1960, p. 112)."

**Reference List Style**

*Single- and multiple-author references for books*: List author names, including first names, publication date, book title in italics, place of publication, and publisher name:

* Donnelly, James H. and William R. George (1981), *Marketing of Services*. Chicago: American Marketing Association.

*Single- and multiple-author reference for periodicals*: List author's full name, publication date, article title in quotes, unabbreviated name of periodical in italics, volume number, issue designation (month, season, or number), and page numbers:

* Wensley, Robin (1981), "Strategic Marketing: Betas, Boxes, or Basics," *Journal of Marketing*, 45 (Summer), 173–82.

*Single- and multiple-author reference for an excerpt in a book edited by another author(s) or a proceedings*: List author names, including first names, publication date, article/chapter title in quotes, book title in italics, volume number, editors, place of publication, publisher name, and excerpt page numbers:

* Bettman, James R. and Mita Sujan (1987), "Research in Consumer Information Processing," in *Review of Marketing*, Michael J. Houston, ed. Chicago: American Marketing Association, 197–235.

*Web sites and URLs*: List author names, including first names, publication date, title of page on Web cite in quotes, date material was accessed in parentheses, and the full URL of the actual Web page.

* Smith, Julie (2004), “I Am a Marketer,” (accessed June 26, 2004), [available at http://www.marketingscool.com].

**Appendix C: Peer Evaluation Form for Group Work**

Group Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Write the name of each of your group members in a separate column. Add more columns if necessary. For each person, mark his/her contribution out of 20 for each statement on the left. Total the numbers in each column.

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| --- | --- | --- | --- |
| Evaluation Criteria | Group member: | Group member: | Group member: |
| Attends group meetings regularly and arrives on time. (20 points) |  |  |  |
| Contributes meaningfully to group discussions. (20 points) |  |  |  |
| Completes group assignments on time. (20 points) |  |  |  |
| Prepares work in a quality manner. (20 points) |  |  |  |
| Demonstrates a cooperative and supportive attitude. (20 points) |  |  |  |
| TOTAL POINTS |  |  |  |