



MCS*3600
Consumer Information Processes
W 2020
0.5 Credits

General Course Information

Instructor: Dr. Saerom Lee
Email saerom@uoguelph.ca
Office Location MINS 213E
Office Hours by appointment
Department/School Marketing and Consumer Studies / Gordon S. Lang School of Business and Economics

Class Schedule: Section 01 MW 8:30AM-9:50AM MCKN 115
Section 02 MW 1:00PM-2:20PM MACS 121

Pre-requisites: 15.00 credits including MCS*2600, MCS*3030

Restrictions: This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Course Description

This course provides an in-depth treatment of information processing research and theories as they relate to consumer judgement and choice. Components of theory addressed include: attention and perception, motivation, processing capacity, encoding and memory storage, retrieval and decision processes. Applications to marketplace policy and strategy are discussed.

Course Learning Outcomes

Upon successfully completing this course, you will:

Knowledge and Understanding:

- 1) have in-depth understanding of current theories and practice in consumer behavior.

Discipline/Professional and Transferable Skills:

- 2) develop your abilities to apply consumer behavior theories to marketing and consumer issues.
- 3) learn analytic tools that can be used to investigate consumer behavior and guide managerial decision-making.

Summary of Course Content and Materials

The course is organized around substantive topics in marketing that benefit from a consumer behavior perspective. We focus on the psychological core and decision-making processes that form the basis of consumer behavior.

- Course materials will be posted to the course website (<http://courselink.uoguelph.ca>) or distributed in class. Some handouts will be distributed only in class. Lecture notes posted on the course website will not have complete information; you will need to attend class and take additional notes.
- Hoyer, Wayne D., Deborah J. MacInnis, and Rik Pieters, Consumer Behavior, 7th Edition (6th edition is also okay), Cengage Learning, is a *recommended* textbook.
- Additional readings will be posted on the course website.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	30%	Exam 1	LO 1 - 3	2/5 (in class)
Assessment 2:	30%	Exam 2	LO 1 - 3	3/18 (in class)
Assessment 3:	8%	Class Participation	LO 1 - 3	On-going (in class)
Assessment 4:	8%	Creative Ideas (4)	LO 1 - 3	1/22, 2/10, 3/2, 3/11 (in class)
Assessment 5:	9%	Topic of the Day Research Presentation	LO 1 - 3	TBD (in class)
Assessment 6:	15%	Special Topics Project	LO 1 - 3	3/22 (website) & 3/23-30 (class)
Total	100%			

Exams

Two in-class exams will be given throughout the course. The exams will not be directly cumulative but knowledge of earlier material may be expected. The questions on the exams will mostly be from the class lecture and discussion; as such, missing classes will affect your grade. Many of the questions on the exam will emphasize an application of the material learned. All exams must be taken in class at the scheduled time.

Creative Ideas

You will submit 4 short write-ups (1 page each, single-spaced, MUST be typed) outlining specific consumer research ideas. You will turn in hard copies of the assignments in class when they are due, unless otherwise noted. For each assignment, you will generate a research idea on a particular topic (e.g., motivation, decision-making) as instructed. The write-up should include a brief overview of the research idea, including predictions (expected results) and methods, and discuss importance of the research to marketers. This assignment is to evaluate your understanding and application of the consumer behavior theories. Details will be provided in class.

Topic of the Day Research Presentation (TDRP)

This assignment is completed in self-selected teams of 2 members. The main deliverable will be an in-class presentation (5-7 minutes). On each date on the course schedule for which "TDRP" is indicated, two or three teams will be responsible for presenting information to the class from an article on consumer research related to the topic that will be covered in class on that day. Part of your job as presenter will be to facilitate class discussion and participation. TDRP date assignments and selection of articles will be done during the first two weeks of the course (no later than January 15). Details will be provided in class.

Special Topics Project (STP)

This assignment is completed in self-selected teams of 4-5 members. You will identify a topic related to consumer behavior that interests you and your team and dig deep to learn more about consumer behavior related to that topic. The main deliverables include an electronic scrapbook and an in-class presentation. More information will be provided in class.

Class Participation

Attendance and participation are very important in creating a class environment that is both interesting and meaningful. You should attend class regularly. If you miss class, you are responsible for getting announcements and notes from your fellow students. Your willingness to ask and answer questions and share your experiences on the topic at hand will add to the richness of everyone's learning. You should be fully-engaged when you are in class.

You are expected to fully participate in all in-class (or take-home) individual or group exercises (regardless of whether or not the in-class assignment is collected). Any violation of classroom conduct (e.g., using cell phones, using laptops for purposes other than note-taking; coming to class late or leaving early) will negatively affect your participation grade.

I will periodically (and at random) conduct mini in-class written assignments, Viewpoints. Viewpoints will take various forms (e.g., exercises collected at random after class, an assignment that asks a series of questions about a consumer behavior topic). Grading is pass/fail. There are no make-ups for viewpoints. If a viewpoint was conducted in class and you arrive after the papers were collected, there is no recourse. Participation in discussions and exercises, Viewpoints, classroom conduct, and several other requirements (e.g., meeting deadlines for team choice, etc.) will count toward your class participation grade.

Teaching and Learning Practices

Lectures

The course format is a combination of lectures, exercises, student presentations, and discussions. The lectures are designed to expand upon selected topics from the recommended text and introduce new perspectives on consumer behavior theory. Exercises, student presentations, and discussions are designed to improve students' understanding of conceptual material and analytic skills via independent thinking and experiential learning.

Tentative Course Schedule:

Week	Class	Date	Day	Topic	Chapters in Suggested Text/Assignment
1	1	1/6	M	Course Introduction and Overview	Ch 1; Student Info Sheet & Picture of you
	2	1/8	W	Consumer Research	Ch 1; Appendix; Student Info & Picture Due*
2	3	1/13	M	Consumer Research	Ch 1; Appendix; Sign-up for TDRP
	4	1/15	W	Motivation	Ch 2, 14; TDRP; Sign-up for TDRP Due*
3	5	1/20	M	Motivation	Ch 2, 14; TDRP; Team for STP Due*
	6	1/22	W	Information Processing	Ch 3-4; TDRP; Creative Idea 1
4	7	1/27	M	Information Processing	Ch 3-4; TDRP
	8	1/29	W	Information Processing	Ch 3-4; TDRP; STP Proposal Due*
5	9	2/3	M	Information Processing	Ch 5-6; TDRP
	10	2/5	W	Exam 1	
6	11	2/10	M	Judgment and Decision Making	Ch 7-9; TDRP; Creative Idea 2
	12	2/12	W	Judgment and Decision Making	Ch 7-9; TDRP
		2/17-19		Winter Break	
7	13	2/24	M	Judgment and Decision Making	Ch 7-9; TDRP
	14	2/26	W	Judgment and Decision Making	Ch 7-9; TDRP
8	15	3/2	M	Post-Decision Processes	Ch 10; TDRP; Creative Idea 3
	16	3/4	W	Social & Cultural Influences	Ch 11-14; TDRP
9	17	3/9	M	Social & Cultural Influences	Ch 11-14; TDRP
	18	3/11	W	Ethics and Consumer Behavior	Ch 17; TDRP; Creative Idea 4; Presentation Date for STP*
10	19	3/16	M	Team Day	
	20	3/18	W	Exam 2	
11	21	3/23	M	Special Topics Presentations	STP Electronic Scrapbook Due on 3/22, 11:59pm
	22	3/25	W	Special Topics Presentations	
12	23	3/30	M	Special Topics Presentations	
	24	4/1	W	Course Wrap-up	

Note. This schedule is subject to change.

* These assignments will be counted toward your participation grade.

Course Resources

Recommended Text: Hoyer, Wayne D., Deborah J. MacInnis, and Rik Pieters, *Consumer Behavior*, 7th Edition. Cengage Learning.

Other Resources: Course website (<http://courselink.uoguelph.ca>)

Course Policies

Online Communication

- Please check the course website (<http://courselink.uoguelph.ca>) often.
- I will be communicating with you via your central email account <@uoguelph.ca> from time to time. You are required to check this account on a regular basis. Please be advised that I will not edit my mailing list to your gmail/yahoo etc. account.
- When you write an email to me, include the course name, section number, your name, and student id# in your email.
- While I endeavour to check my email daily, students can reasonably expect a response from me within 48-72 hours.

Classroom Conduct

- **Come to class on time.** It is extremely disrespectful to show up late on a constant basis or leave early. Do not arrive late, leave early, or take breaks mid-class.
- **Turn off your cell phones and other electronic devices before class begins.** You are NOT allowed to use cell phones and other electronic devices in class. I do not want you to be texting, listening to music, surfing the net, checking your emails or social media. It will interfere with the learning environment for everyone. *You may use your laptop computer for note-taking purposes only. Using laptops for other purposes is prohibited. I may ask you send me your notes if you are using a laptop for taking notes.
- **Be prepared to actively participate.** The classroom is not the place to chat with classmates, sleep, work on other course assignments, etc. If your behavior is disruptive to the learning environment of other students, your participation grade will be negatively affected and I may ask you to leave.
- **Be respectful when your classmates are speaking** – carefully listen to what other students say. It is important to remember to respect each other's opinions and to keep an open discussion environment.

Grading Policies

Any assignment, which does not follow submission instructions (e.g., emailed, or not typed) or handed in after it is due, will receive a maximum of half-credit. Assignments will not be accepted for credit more than one week after the initial due date. You must contact me immediately within 48 hours of the missed assignment if you have valid reasons for missing an assignment.

All exams must be taken in class at the scheduled time. Students with an official test conflict must contact me immediately and provide a documented excuse. In the rare event that a

make-up exam is needed, it will be held beforehand and follow a different format (i.e., an all essay format) to ensure academic integrity. Unless a make-up exam is discussed well before the exam date, you MUST attend class on exam dates or you will receive a zero. If you have an EMERGENCY situation beyond your control and miss an exam, you must notify me immediately within 48 hours of the missed exam and provide a documented excuse.

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

Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

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:	
Chair Signature (Approval):	
Date Approved by Chair:	11 th December, 2019