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| A picture containing clipart  Description automatically generated | | | MCS\*3600  Consumer Information Processes  W 2021  0.5 Credits | | |
| General Course Information | | | | | |
| Instructor: | | Dr. Saerom Lee | | | |
| *Email* | | saerom@uoguelph.ca | | | |
| *Office Location* | | MINS 213E | | | |
| *Virtual Office Hours* | | by appointment | | | |
| *Department/School* | | Marketing and Consumer Studies / Gordon S. Lang School of Business and Economics | | | |
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| Class Schedule: | | Section 01 MW 10:00AM-11:20AM (Virtual Meeting via Zoom)  Section 02 MW 11:30PM-12:50PM (Virtual Meeting via Zoom) | | | |
| 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. understand current theories and practice in consumer behavior. | | | | | |
| Discipline/Professional and Transferable Skills: | | | | | |
|  | | | | | |
| 1. develop your abilities to apply consumer behavior theories to marketing and consumer issues. 2. 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 and announcements will be posted to the course website on Courselink ([http://courselink.uoguelph.ca](http://courselink.uoguelph.ca/)). You will need to take additional notes during the lecture. * 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 as needed.   **Virtual Learning**  Due to the current COVID-19 situation, this course will be conducted entirely virtually. We will meet synchronously via Zoom for most classes. All synchronous lectures will be held during the scheduled class times. On Courselink, you will find a module called “Zoom” under Contents. You will be able to participate by clicking the “start” button for each virtual lecture. When a lecture will take an asynchronous format, it will be announced ahead of the time, and a link to the recorded lecture will be provided via Courselink.  Please download the Zoom app before accessing the synchronous class so your app can be opened when you click the virtual class. You may also access the class through your web browser but some class activities, such as a poll, might only work on Zoom app, but not on the web browser.  Zoom classes will NOT be recorded. But slides used for the synchronous lectures will be posted on Courselink after each lecture. | | | | | |
| Course Assessment | | | | | |
|  | *.* | |  | Associated Learning Outcomes | Due Date/ location |
| Assessment 1: | 20% | | Midterm Exam | LO 1 - 3 | *2/22 (Courselink)* |
|  |  | |  |  |  |
| Assessment 2: | 30% | | Final Exam (cumulative) | LO 1 - 3 | *4/15 (Courselink)* |
|  |  | |  |  |  |
| Assessment 3: | 8% | | Individual Assignments (3) | LO 1 - 3 | *2/3, 3/10, 3/29 (Courselink)* |
|  |  | |  |  |  |
| Assessment 4: | 12% | | In-class Activities and Participation | LO 1 - 3 | *On-going (Zoom class and Courselink)* |
|  |  | |  |  |  |
| Assessment 5: | 12% | | Topic of the Week Presentation | LO 1 - 3 | *TBD (Zoom class)* |
|  |  | |  |  |  |
| Assessment 6: | 18% | | Special Topics Project | LO 1 - 3 | *3/31 (Courselink)* |
|  |  | |  |  |  |
| **Total** | **100%** | |  |  |  |
| **Exams**  Two closed book, closed note exams will be given for the course. The final exam will be cumulative. The questions on the exams will mostly be from the class lecture and discussion. Many of the questions on the exam will emphasize an application of the material learned. The exams will require the use of Respondus LockDown Browser and Monitor (webcam) to proctor your online exam within CourseLink. Use of Lockdown Browser with a webcam has been implemented to maintain the academic integrity of the exam. You must download and install LockDown Browser and Monitor. While writing the exams, you must show your university issued ID card during the Respondus Startup Sequence. The exam will be delivered online via the Quizzes tool. All exams must be taken 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 to ensure academic integrity. Unless a make-up exam is discussed well before the exam date, you MUST write the exam on the scheduled date/time 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.  Important Note: There is a mandatory practice test that you are required to take before the midterm exam. The purpose of the practice test is to ensure that Respondus LockDown Browser and Monitor is set up properly. If you have any questions regarding the use of Respondus Lockdown Browser and Monitor or if you encounter any technical issues during the practice test or final exam, please contact CourseLink Support at courselink@uoguelph.ca or 519-824-4120 ext. 56939.  **Individual Assignments**  There will be three (out-of-class) assignments as outlined in the syllabus; details will be given in class when it gets closer to the due date for each assignment. Note that all written assignments must be typed and submitted through Courselink, unless otherwise noted.  **Topic of the Week Presentation (TWP)**  This assignment is completed in self-selected teams of 2 members. The main deliverable will be an in-class presentation via Zoom and facilitation of class participation (about 15-17 minutes in total, including both presentation [about 7 minutes] and discussion/activities [about 7-10 minutes]). Teams will need to upload their article (or a link to the article) to the Discussion Board on Courselink one day before the presentation date, so other students can also read the article. On each date on the course schedule for which “TWP” is indicated, four teams will be responsible for presenting information to the class from an article related to the topic covered in class on that week. Part of your job as presenter will be to facilitate class discussion and participation. The article should be from a reputable source (that is, not from personal blogs, etc., but rather real articles in the popular press, e.g., newspapers and magazines, or academic research literature). TWP date assignments will be made during the first two weeks of the course (no later than January 20). Details will be provided in class.  **Special Topics Project (STP)**  This assignment is completed in self-selected teams of 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 presentation of the scrapbook through the Discussion Board. More information will be provided in class.  **In-class Activity Assignments and Participation**  Attendance and participation are very important in creating a class environment that is both interesting and meaningful. You should attend class regularly. 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 (i.e., Zoom meetings).  You are expected to fully participate in all in-class individual or group activities and write up your responses or create an activity log on a word file. In-class activity assignments will take various forms (e.g., exercise demonstrating a class concept, summary of breakout room discussion, participation in TWP discussion/activities, participation on discussion board for STP). I will periodically (and at random) collect these in-class written assignments or activity logs. Note that written comments for other students’ TWP presentations will be collected as part of the activity assignments every week. Grading is pass/fail. There are no make-ups for in-class activities. If an in-class activity was conducted during the synchronous class via Zoom and you miss the class, there is no recourse. You may have 3 missed activity assignments without penalty (no excuse needed). Participation in discussions, exercises, other in-class activities, classroom conduct, professional attitude, and several other requirements (e.g., meeting deadlines for team choice, etc.) will be counted toward your class participation grade. | | | | | |
| Teaching and Learning Practices | | | | | |
| 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 | 1/11 | M | Course Introduction and Overview | Ch 1; Volunteers for first TWP on 1/20; Student Info Sheet & Picture of you | |  | 2 | 1/13 | W | Consumer Research (Lecture) | Ch 1; Appendix; Sign-up for TWP | | 2 | 3 | 1/18 | M | Motivation, Ability, and Opportunity (Lecture) | Ch 1; Appendix; Student Info & Picture Due\*; Sign-up for TWP | |  | 4 | 1/20 | W | Motivation, Ability, and Opportunity (TWP) | Ch 2, 14; Sign-up for TWP Due\* | | 3 | 5 | 1/25 | M | Exposure and Attention (Lecture) | Ch 3 | |  | 6 | 1/27 | W | Exposure and Attention (TWP) | Ch 3; Teams for STP Due\* | | 4 | 7 | 2/1 | M | Perception (Lecture) | Ch 3-4 | |  | 8 | 2/3 | W | Perception (TWP) | Ch 3-4; Assignment 1 Due | | 5 | 9 | 2/8 | M | Memory (Lecture) | Ch 4 | |  | 10 | 2/10 | W | Memory (TWP) | Ch 4 | |  |  | 2/15-17 | M | Winter break |  | | 6 | 11 | 2/22 | M | Midterm |  | |  | 12 | 2/23 | W | Judgment and Decision Making (Lecture); Special Topics Team Meeting | Ch 7-9; STP Status Report | | 7 | 13 | 3/1 | M | Judgment and Decision Making (Lecture) | Ch 7-9; STP Proposal Due | |  | 14 | 3/3 | W | Judgment and Decision Making (TWP) | Ch 7-9 | | 8 | 15 | 3/8 | M | Judgment and Decision Making (Lecture) | Ch 7-9 | |  | 16 | 3/10 | W | Judgment and Decision Making (TWP) | Ch 7-9; Assignment 2 Due | | 9 | 17 | 3/15 | M | Post-Decision Processes (Lecture) | Ch 10 | |  | 18 | 3/17 | W | Post-Decision Processes (TWP) | Ch 10 | | 10 | 19 | 3/22 | M | Special Topics Team Meeting | Ch 11-14; STP Status Report | |  | 20 | 3/24 | W | Social & Cultural Influences (Lecture) | Ch 11-14 | | 11 | 21 | 3/29 | M | Social & Cultural Influences (TWP) | Ch 11-14; Assignment 3 Due | |  | 22 | 3/31 | W | Special Topics Presentation & Discussion (Discussion Board) | STP Electronic Scrapbook & Presentation Due on 3/31, 10:00am | | 12 | 23 | 4/5 | M | Special Topics Presentation & Discussion (Discussion Board) | Participation on the Discussion Board | |  | 24 | 4/7 | W | Catch-up & Course Wrap-up | Ch 17; STP Peer Evaluation Form Due on 4/7  Participation on the Discussion Board Due on 4/9 | | 13 |  | 4/15 |  | Final Exam (11:30am – 1:30pm) |  |   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.uogueph.ca) | | | | | |
| Course Policies | | | | | |
| Classroom Conduct (Zoom Classroom Etiquette)  * Please use your full name when entering the Zoom lecture or you may be at risk of being rejected entry to the Zoom lecture. You may put your preferred name in brackets (e.g., [Preferred name] First name Last name). * Please use a photo of yourself for the profile picture. * Microphones will be automatically muted when you enter into the “classroom”, to avoid potential microphone feedback and noise. To help keep background noise to a minimum, make sure you mute your microphone after participating in a discussion when you are not speaking. * Be mindful of background noise and distractions: Find a quiet place to “attend” class, to the greatest extent possible.   + Avoid video setups where people may be walking behind you, people talking/making noise, etc.   + Avoid activities that could create additional noise, such as shuffling papers, listening to music in the background, etc. * Position your camera properly: Be sure your webcam is in a stable position and focused at eye level. * Limit your distractions/avoid multitasking: You can make it easier to focus on the meeting by turning off notifications, closing or minimizing running apps, and putting your smartphone away. * Use appropriate virtual backgrounds: If using a virtual background, it should be appropriate and professional and should NOT suggest or include content that is objectively offensive or demeaning. * If you want to speak up during the lecture, you may use the “raise hand” function (found in the Participants tab on Zoom).   \* It is very easy to get distracted and feel disconnected when you take class online. Thus, I STRONGLY RECOMMED that you turn on your webcam during the class so that you can increase your attention and have a chance to virtually meet your friend in class. Having your camera on will give us a sense of being together like we are in a real classroom. Please remember that this will also help increase your presence in class and facilitate your learning!  **Online Communication:**   * Please check the course website (<http://courselink.uogueph.ca)> often.  I will be communicating with you via your email account registered on Courselink from time to time. You are required to check this account on a regular basis. Please be advised that I will normally send e-mails via the Courselink e-mail function.When you write an email to me, include the course name, section number, your name, and student id# in your email.Students can reasonably expect a response from me in 2-3 business days.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.  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](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, is the last 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>   |  |  | | --- | --- | | **Date Submitted to Chair:** |  | | **Chair Signature (Approval):** |  | | **Date Approved by Chair:** |  | | | | | | |