

## **Management and Organizational Studies 3321G Consumer Behaviour**

### **Contact Information**

Instructor:  
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Email:  
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Office Hours:  
By appointment

### **Class Information**

Fridays  
8:30-11:30 AM  
Room BR-302

### **COURSE DESCRIPTION**

This course is entitled Consumer Behaviour, which the American Marketing Association defines 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 be responsive to their needs and desires, and accordingly, strategically develop an appropriate marketing mix.

### **COURSE LEARNING OUTCOMES**

Upon successful completion of this course students will be able to:

1. Identify the key terms, concepts and theories of consumer behaviour
2. Evaluate the principal theories of consumer behaviour; critically assess strengths, limitations and applications
3. Apply consumer behaviour concepts to real world marketing problems, developing better marketing programs and strategies to influence those behaviours.
4. Analyse the current trends in consumer behaviour, applying them to the marketing of an actual product or service.
5. Demonstrate effective written communication skills in a professional setting.

Student competency levels on these outcomes will vary. You can expect to achieve these outcomes if you honour course policies, attend classes regularly, complete all assigned work in good faith and on time, demonstrate understanding of the course content and meet all other course expectations of you as a student.

### **COURSE MATERIALS**

Babin, Harris & Murray. (2014) CB, 1st Canadian Edition. Hard copy or electronic copy available at <http://www.nelsonbrain.com/shop/ISBN/9780176555283?cid=APL1>.

This text will be available on reserve at Brescia Library.

Case Pack available on Ivey Cases Website (see OWL for link and details). Either electronic copy or hardcopy is available. (Note: only one case is required).

### **COURSE PREREQUISITES AND ANTIREQUISITES**

MOS 2320A/B or MOS 3320A/B and enrolment in 3rd or 4th year of BMOS.

## COURSE STRUCTURE AND CONTENT

### Weeks 1 – 4: Introduction and Internal Influences

- Please read chapters 1-7 of the textbook

### Weeks 5 – 6: External Influences

- Please read chapters 8-10 of the textbook
- Case study is due week 5. Use the key concepts from the textbook to analyze the specific marketing situation assigned from the perspective of customer behaviour. Focus your analysis on Internal Influences.

### Week 7: Reading Week

### Weeks 8-10: Situation and Decision Making

- Please read chapters 11-13 of the textbook
- Mid-term exam will be held in week 8 covering all material in chapters 1-10.

### Weeks –11-12: Consumption and Beyond

- Please read chapters 14-16 of the textbook

### Week –13: Team Assignment Presentations

- Team Assignment Reports and Presentations due.

With the exceptions of the mid-term exam and presentations, class time will be used for lectures and activities designed to facilitate student comprehension of the material.

## EVALUATION

Component	Timing	Learning Objective	Weight
Contribution	Throughout the semester	1,2,3,4	10%
Case Study Report: Pillsbury Cookie Challenge (Individual)	Friday, February 5	1,2,3,4,5	15%
Mid-term exam (in class)	Friday, February 26	1,2	20%
Team Assignment: Brand Analysis and Recommendations Report	Friday, April 1	1,2,3,4,5	20%
Team Assignment: Brand Analysis and Recommendations Presentation	Friday, April 1	1,2,3,4,5	10%
Final Exam	Exam period; April 9-30. Specific date TBD	1,2,3,4,5	25%

Students must **complete all elements of evaluation** to receive a passing grade in the course. There will be no re-weighting of components within the course unless a student has received an academic accommodation. Please note that grades cannot be adjusted based on need. Your mark in the course will be the mark that you earn based on your demonstrated understanding of the course content. Extra credit assignments are not available and tests and exams cannot be rewritten to obtain a higher mark.

Once a student has written a test or examination she is committed to the mark earned. Late assignments without an academic accommodation will receive a “0”. All required assignments are subject to submission for textual similarity review to the commercial plagiarism detection software under license to source documents in the reference database to detect plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

## **Evaluation Component Descriptions**

### **Contribution**

Students will be expected to come to class prepared to actively engage in class – this will not be possible without careful readings of the assignments prior to class. Contribution will include active, engaged listening to the instructor and other students, active, respectful participation in class discussions and exercises. Missed classes, tardy attendance or disengaged attendance (for example, using social media during class) will negatively affect contribution marks. Please see instructor early in the semester if you have any concerns or questions about contribution.

### **Case Study Report: Pillsbury Cookie Challenge**

This is an individual assignment. You are required to conduct an analysis of the Pillsbury Cookie Challenge case, applying key consumer behaviour concepts, and then provide recommendations as a brand manager, based on the consumer insights you identify. You will be provided with written instructions for this assignment during the Week 2 class. This report will be 5 - 7 pages, single spaced.

### **Mid-term Exam**

The mid-term exam will cover all material in chapters 1-10 of the text and all content covered during class time in weeks 1-6 of the course. The format may include multiple choice, short answer, long answer, essay and case analysis.

### **Team Assignment: Brand Analysis and Recommendations Report**

This is a team assignment. You will synthesize and apply concepts learned to a real-world brand. The assignment is designed to show some evidence of significant learning that takes place beyond the classroom. The rationale for this assignment is two-fold: 1) students should learn more from a directed study in a topic in which they have expressed a personal interest, and 2) it encourages expression of creativity - a critical characteristic of a good marketer. It is suggested that you consult with the instructor while preparing your team assignment. Requesting and integrating feedback while preparing the project is likely to produce better results.

1. Select a brand (with the exception of Pillsbury).
2. Create a one page summary of your assignment: your choice of brand, rationale for choosing the brand, and the three to four consumer behaviour concepts you plan to apply to the brand. Submit this to your instructor for feedback during the Week 10 class.
3. Acquire information on this brand, from applied or commercial publications such as magazines, newspapers, corporate websites, marketing databases (available through the library). You are encouraged to consult a librarian in this information search.

4. Analyze the brand by applying three to four consumer behaviour concepts or theories. Your analysis should include an explanation of the concepts or theories, of how the brand relates to these concepts or theories, and an evaluation of the brand's effectiveness.
5. Provide background information relevant to the brand and its product category.
6. You are encouraged to submit as exhibits items such as sample ads, promotional materials, radio or TV transcripts, urls and other relevant marketing materials.

You will prepare a 7 - 10 page report (single spaced, excluding exhibits, title page and citations) *including your analysis and providing recommendations to improve marketing strategies and tactics based on consumer insights*. Further information about format, expectations and instructions will be provided in the Week 6 class.

### **Team Assignment: Brand Analysis and Recommendations Presentation**

Each team will craft and deliver a presentation highlighting key findings in the team's report. Details will be provided in the Week 6 class.

### **Final Exam**

The final exam will cover all material in the text and all content covered during class time over the course of the semester. The format may include multiple choice, short answer, long answer, essay and case analysis.

### **A Note Regarding Email**

Please refer to the following guidelines regarding the use of email in this course:

1. Email is fine for sharing information and for setting up meetings and appointments.
2. It is useful for simple questions of clarification, but not ideal for anything more complex. In those cases, please make an appointment with me. This includes questions about grades or group dynamics.
3. Please ensure you use tone and language appropriate to a professional environment in your emails. If you are unclear about what this might entail, don't hesitate to reach out.
4. I will check email on a daily basis Monday through Friday during normal business hours during the term. I will respond to your emails as promptly as possible, usually within one business day. (Please keep this in mind especially as you approach key deadlines and tests/exams so you don't get stuck!)

### **Appointments**

Please make an appointment if you wish to meet with me. Appointments can be arranged by approaching me after class or by sending an email to set up a mutually convenient time.

Make sure to be on time, have an objective for the discussion and bring a copy of your paper or exam if you wish to discuss it.

### **Privacy**

In order to respect privacy laws, and the privacy of individual students, the only methods student grades

will be communicated will be via OWL, direct contact with me or on a test/exam/report/essay paper. I am not able to email your grade to any email address.

Student grades are confidential. Please take this into consideration when sharing your grades or asking others to share their grades. Your choice to share your grades will not be taken into consideration in any grading decision made and in order to respect the privacy of each student, I will only discuss individual grades with the student in question.

The University is committed to protecting specific types of information, which, if disclosed, could reasonably be expected to result in harm to the University, an identifiable individual, or a third party. As a result, I am not able to release any information including, but not limited to, a student's personal information, attendance or grade records, to anyone other than the individual involved.

### **Dropping a Course**

In order to drop a course without academic penalty, you must drop the course by the following date:

Winter Term Half Credit Course                      March 7

For further details, check the online academic calendar in the registrar's website or check with your academic advisor.

To book an appointment with one of Brescia's Senior Academic Advisors, call 519.432.8353, extension 28266.

*The course outline is adapted from Sharen, C., MOS 3321G Course Outline Winter 2015.*

## BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

### 1. POLICY REGARDING MAKEUP EXAMS AND EXTENSIONS OF DEADLINES

When a student requests academic accommodation (e.g., extension of a deadline, a makeup exam) for work representing 10% or more of the student's overall grade in the course, it is the responsibility of the student to provide acceptable documentation to support a medical or compassionate claim. All such requests for academic accommodation **must** be made through an Academic Advisor and include supporting documentation. Academic accommodation on medical grounds will be granted only if the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete her academic responsibilities. Appropriate academic accommodation will be determined by the Dean's Office in consultation with the student's instructor(s). Please note that personal commitments (e.g., vacation flight bookings, work schedule) which conflict with a scheduled test, exam or course requirement are not grounds for academic accommodation.

A UWO Student Medical Certificate (SMC) is **required** if a student is seeking academic accommodation on medical grounds. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. A SMC can be downloaded under the Medical Documentation heading of the following website: <https://studentservices.uwo.ca/secure/index.cfm>. If it is not possible to have an SMC completed by the attending physician/nurse practitioner, the student must request documentation sufficient to demonstrate that her ability to meet academic responsibilities was seriously affected. Please note that under University Senate regulations documentation stating simply that the student "was seen for a medical reason" or "was ill" is **not** adequate to support a request for academic accommodation. All documentation is to be submitted to an Academic Advisor.

Whenever possible, requests for academic accommodation should be initiated in advance of due dates, examination dates, etc. Students must follow up with their professors and Academic Advisor in a timely manner.

The full statement of University policy regarding extensions of deadlines or makeup exams can be found at <http://www.westerncalendar.uwo.ca/2015/pg117.html>

### 2. ACADEMIC CONCERNS

If you feel that you have a medical or personal problem that is interfering with your work, contact your instructor and Academic Advisor as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. Retroactive requests for academic accommodation on medical or compassionate grounds may not be considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult an Academic Advisor. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines (refer to the Registrar's website, [www.registrar.uwo.ca](http://www.registrar.uwo.ca), for official dates). You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. *Note that dropping a course may affect OSAP eligibility and/or Entrance Scholarship eligibility.*

The Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year or for too frequent absence from the class or laboratory.

### 3. ABSENCES

**Short Absences:** If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate. Contact the course instructor if you have any questions.

**Extended Absences:** If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work and arrange academic accommodations, if appropriate.

### 4. POLICY ON CHEATING & ACADEMIC MISCONDUCT

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf).

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. Students are urged to read the section on Scholastic Offences in the Academic Calendar. Note that such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. Students are advised to consult the section on Academic Misconduct in the Western Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Student Services Centre, or the Registrar. A claim that "you didn't know it was wrong" is not accepted as an excuse.

The penalties for a student guilty of a scholastic offence (including plagiarism) include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

#### **Plagiarism:**

Students must write their essays and assignments in their own words. Whenever students take an idea or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com.

#### **Computer-marked Tests/exams:**

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating. Software currently in use to score computer-marked multiple-choice tests and exams performs a similarity review as part of standard exam analysis.

### **5. PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS**

All appeals of a grade must be directed first to the course instructor. If the student is not satisfied with the decision of the course instructor, a written appeal signed by the student must be sent to the Department Chair. If the response of the department is considered unsatisfactory to the student, she may then submit a signed, written appeal to the Office of the Dean. Only after receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office, or you can consult an Academic Advisor. Students are advised to consult the section on Academic Rights and Responsibilities in the Western Academic Calendar.

### **6. PREREQUISITES AND ANTIREQUISITES**

Unless you have either the prerequisites for a course or written special permission from your Dean to enroll in it, you will be removed from the course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Similarly, you will also be deleted from a class list if you have previously taken an antirequisite course unless this has the approval of the Dean. These decisions may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course because you have taken an antirequisite course.

### **7. SUPPORT SERVICES**

The Brescia University College Registrar's website, with a link to Academic Advisors, is at <http://brescia.uwo.ca/academics/registrar-services/>. The Western Registrar's website is at <http://www.registrar.uwo.ca/index.html>. The website for the Student Development Centre at Western is at <http://www.sdc.uwo.ca/>. Students who are in emotional/mental distress should refer to Mental Health @ Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

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Portions of this document were taken from the Academic Calendar, the Handbook of Academic and Scholarship Policy and the Academic Handbook of Senate Regulations. This document is a summary of relevant regulations and does not supersede the academic policies and regulations of the Senate of the University of Western Ontario.