**Faculty of  
Social Science**

MOS 3321G Section – 001 and 002   
Consumer Behaviour  
Winter 2019  
Course Outline

# Course Information:

## Class Location and Time:

**Section 001**

UCC 66

Wednesdays 1:30-4:30pm

**Section 002**

UCC 66

Thursdays 9:30am-12:30pm

## Contact Information:

Instructor: Dr. Bonnie Simpson, PhD  
Office: SSC 4311  
Office Hours: Wednesday 5pm-7pm, also by appointment, FaceTime, phone, etc.  
Phone: 661-2111 x84927  
Email: [bonnie.simpson@uwo.ca](mailto:bonnie.simpson@uwo.ca)

DAN Department of Management & Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities. Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 519-661-2147 for any specific question regarding an accommodation.   
More information about “Accessibility at Western” is available at: <http://accessibility.uwo.ca>

# Calendar Description

## Course Description:

This course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology and economics. Emphasis will be on how behavior is shaped by internal and external influences.

3 lecture hours, 0.5 course

Prerequisite(s): MOS 2320A/B or MOS 3320A/B and enrollment in 3rd or 4th year of BMOS.

## Senate Regulations

Senate Regulations state, “unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this 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.”  
  
This regulation is in regards to the COURSES required. Students not in BMOS are permitted to enroll in up to 1.0 MOS courses, per the Academic Timetable.

# Textbook

Text: Consumer Behaviour: Buying, Having, and Being, 7th Canadian Edition (Solomon, White, and Dahl), 2017, Pearson Canada, ISBN: 978-0-13-395809-6

Case: Pirouz, D., Putros, K. & Vimalathasan, V. (2018), *Beyond Meat: Changing Consumers’ Meat Preference*, Ivey Publishing. Available at Bookstore.

Additional readings available on OWL:

#1 – Dunn, E. W., Gilbert, D. T. & Wilson, T. D. (2011). If money doesn't make you happy, then you probably aren't spending it right. *Journal of Consumer Psychology*, *21*, 115-125.

#2 – White, K., Habib, R., & Hardisty, D.J. (2019), “How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework,” *Journal of Marketing, 83*(3), 22-49.

# Course Objectives and Format

The DAN Department of Management and Organizational Studies as a whole draws upon an evidence-based management approach. Evidence-based management is the systematic process of gathering evidence from multiple sources, critically appraising the evidence, and using that evidence in making and evaluating management decisions to improve organizational performance.

## Course objectives

This course has two main objectives: (1) introduce students to the classic theories and practice of consumer behaviour and the implications of the most current academic research in the field; and (2) enable students to apply consumer behaviour concepts to real world marketing problems and develop their own ideas about their future research.

## Course format

A variety of methods to present the materials (e.g., lectures, cases, discussion, group exercises) and all possible multimedia (e.g., PowerPoint, videos, website) will be utilized. Students are expected to do the required readings before coming to class each week.

# Learning Outcomes

## Learning outcomes:

Upon successful completion of MOS 3321, students will:

* Identify the key terms, concepts, and theories of consumer behaviour
* Evaluate the principal theories of consumer behaviour; critically assess strengths, limitations and applications
* Apply consumer behaviour concepts to real world marketing problems and develop better marketing programs and strategies to influence those behaviours
* Analyze the current trends in consumer behaviour; and apply them to the marketing of an actual product or service.

# Evaluation

There are four evaluation components in the course.

Application Tasks (ongoing, in class) = 20%  
Midterm 1 (In class: February 5 – section 001 / February 6 – section 002) = 20%

Midterm 2 (In class: March 11 – section 001 / March 12 – section 002) = 20%  
Consumer Experience Assignment (due final class) = 20%

Final Exam (during examination period schedule by the Registrar) = 20%  
Total = 100%

Exams are a combination of short answer, multiple choice, and true/false in **format**. Each exam is scheduled for 2 **hours** and all are **closed book examinations. Dictionaries are NOT allowed into the examinations.**

**CALCULATORS:   
Only non-programmable calculators will be allowed into the exams**. If you are unsure, please ask your professor to check your calculator.

**Electronic devices of any kind (including cell phones, smart watches and calculators) are NOT permitted at exams.**

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text. Midterms 1 and 2 will be in class time. The final exam will be scheduled during the exam period. Exams will not be returned to students but may be reviewed in the instructor’s office.

Each exam is **non-cumulative**. Questions can pertain to any of the material not yet tested, including those topics contained in video presentations, class discussions/activities, and assigned readings.

Students are ***REQUIRED TO COMPLETE ALL COMPONENTS*** of this course. There are no exceptions to this. Extra assignments to improve grades ***will NOT*** be allowed.

Exams will be scored using the program Scan Exam which examines the answer sheets for unusual coincidences in the pattern of answers given which may be indicative and used as supporting evidence of cheating.

**Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: *You* are responsible for your grades in this course.**

The DAN Department has a grade policy which states that for courses in the 3000-4000 range, the class average must fall between 70% and 77% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Undergraduate Chair or Chair. Class averages are not grounds for appeal.

## Application Tasks

Due Date: Ongoing

Throughout the term there will be a variety of in-class application activities. These application tasks will be graded on of the basis of your ability (knowledge) to apply concepts from class**, with your top 5 tasks counting towards the grade.** This will require being physically present in class, prepared for discussion by completing the required readings for each class, and demonstrating your understanding of the key issues involved. These will be small activities either assigned or completed in class that you will hand in individually, in pairs, or as a group (e.g., bring an example to class, research and apply concepts, etc.). As assigned, **details will be provided in class only, and will not be posted to OWL.** Think of these as participation assignments, you need to be present, engaged, and demonstrate application of concepts to succeed at this component. If an application task is missed, no opportunities will be provided as only the top 5 tasks will count toward the final grade.

## Consumer Experience Assignment

Due Date: Hardcopy, beginning of final class and online via Turn-it-in

5.3.1 Consumer Experience Diary

You are required to maintain a brand experience diary for **3 weeks** (from **January 20th** to **February 7th**) and to complete a minimum of two entries per week describing products and services that you purchase. Entry descriptions might include what products and services are purchased, where the items are purchased, why the items are purchased, and what feelings are associated with the purchase, etc. Please use the **Consumer Experience Diary Entry** form that is available on the course website (you may modify it as you wish). **You are required to submit your diary entry with your report.**

5.3.2 Consumer Experience Report

After completing your diary for 3 weeks, you will review your diary and **pick 3** **experiences** that you will discuss in more detail. The selected experiences should reflect your most **positive** and most **negative** experiences, and one that you found most **interesting** knowing what you now know about consumer behaviour theory.

The consumer experience report should include any necessary information from the initial diary entry to provide context, as well as your analysis of experiences. This analysis is the most important section where you will analyze your 3 experiences based on **6 concepts (i.e., 2 concepts for positive, 2 concepts for negative, 2 concepts most interesting experience)** that you learn from this course, and **provide implications derived from these concepts**. In sum, you should 1) briefly describe the concepts; 2) demonstrate how these concepts relate to your own consumption experiences; 3) include the insights you gained from your analysis (e.g., how do consumer behaviour concepts help you understand your decisions, preferences, and choices), and finally (but importantly); 4) the implications of those insights for marketing strategy.

This report should be no more than 6 pages (double-spaced, 12–point type). It is to be written in essay form with professional language.

Further details on both the diary and report components, including the grading rubric, can be found under ‘Resources’ on OWL. If you have questions regarding content, format, or would like clarity on the assignment in any additional way, I am happy to discuss during class time, office hours, or by appointment.

# Lecture and Examination Schedule

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| --- | --- | --- | --- |
| **Week** | **Date** | **Topic** | **Readings** |
| **1** | **January 8/9** | Introduction | Chapter 1 |
| **2** | **January 15/16** | Perception  Learning and Memory  **Consumer Experience diary begins** | Chapter 2 & 3 |
| **3** | **January 22/23** | Motivation and Affect | Chapter 4 |
| **4** | **January 29/30** | The Self | Chapter 5 |
| **5** | **February 5/6** | **Midterm 1** (in-class, 2 hours) |  |
| **6** | **February 12/13** | Personality and Lifestyles  **Consumer Experience diary ends** | Chapter 6  Additional reading #1 |
| **7** | **February 20** | **Reading Week** |  |
| **8** | **February 26/27** | Attitudes and Attitude Change | Chapter 7, Chapter 8  **Case Reading** |
| **9** | **March 4/5** | Individual Decision-making  Buying and disposing | Chapter 9, 10 |
| **10** | **March 11/12** | **Midterm 2** (in-class, 2 hours) |  |
| **11** | **March 18/19** | Social Influence | Chapter 11  Additional reading #2 |
| **12** | **March 25/26** | Income, social class, family structure | Chapter 12 |
| **13** | **April 1/2** | Culture  **Consumer Experience Report Due** | Chapter 13, 14,15 |

# Student Responsibilities

For Students should familiarize themselves with Western University Senate Regulations, please see: <http://www.uwo.ca/univsec/academic_policies/index.html>.

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis.

## **Respect**

Please act respectfully towards the classroom, the Professor and your fellow students. Acting respectfully means arriving on time, turning off phones, avoiding private discussions during lectures, refraining from viewing non-course material on your laptops, and cleaning up after yourself. Acting respectfully provides a better learning experience for everyone.

Private in-class discussions are distracting to students and the Professor. If other students are distracting your attention from the material, you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), please see the instructor.

Late arrivals are also distracting. Please arrive on time for classes.

## **No Recording of Classes**

Students are not permitted to record any portion of a class, audio or video, without the prior written permission of the professor.

## Copyright Notice

Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright.  You may take notes and make copies of course materials for your own educational use. You may **not** record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, and other course materials publicly and/or for commercial purposes without my written consent.

# Exam Policies

* Bring student identification to exams.
* Nothing is to be on/at one's desk during an exam except a pencil, an eraser, and the individual’s student card.
* Do not wear baseball caps to exams.
* Do not bring music players, cell phones, or other electronic devices to exams.
* To ensure fairness to all students, questions will not be answered during exams.

# Attendance

It is expected that students will attend all classes. The professor does not provide access to complete lecture notes. Students are encouraged to obtain missed lecture notes from a fellow student.

## Short Absences.

If you miss a class due to minor illness or other problems, check your course outlines for information regarding attendance requirements and make sure you are not missing a test or exam. Cover any readings and arrange to borrow the missed lectures notes from a classmate.

## Extended Absences.

If you are absent more than approximately two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. The [Academic Counsellors](http://counselling.ssc.uwo.ca/) can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

# Grade Fairness

Fairness requires that all students be treated equally and be evaluated using the criteria set out in this course outline. The evaluation criteria are based on actual achievement and not on how hard a student has tried.

Claims by students of an excellent academic history, good attendance record, need to obtain or maintain a scholarship, desire to be admitted to other programs or schools, or other personal issues, cannot be used to justify a higher grade in the course or a reweighting of course components. There is no extra work or assignments available for extra credit or to “make up” for a course component that was missed or performed poorly.

# Posting of Grades

Midterm exam grades will be posted on OWL once the grades are available. Final exam grades and final course grades are not posted on OWL and are available once they have been posted by the Registrar under “Academic Summary” at the [Student Centre](https://student.uwo.ca) website.

# University Policy Regarding Illness

## Illness

For details on University Policy and student responsibilities go to: <https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf>

Students who experience an extenuating circumstance (illness, injury, or other extenuating circumstance) sufficiently significant to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

1. Submitting a Self-Reported Absence form provided that the conditions for submission are met (maximum of 2 from September to April, valid for 48 hours or less, on course work worth less than 30%); or
2. For medical absences, submitting a Student Medical Certificate (SMC) : <https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf>  
   signed by a licensed medical or mental health practitioner in order to be eligible for Academic Consideration; or
3. For non-medical absences, submitting appropriate documentation (e.g., obituary, police report, accident report, court order, etc.) to Academic Counselling in order to be eligible for academic consideration. Students are encouraged to contact their Academic Counselling unit to clarify what documentation is appropriate.

Students seeking academic consideration:

* are advised to **consider carefully the implications** of postponing tests or midterm exams or delaying handing in work;
* are encouraged to make appropriate decisions based on their specific circumstances, recognizing that minor ailments (upset stomach) or upsets (argument with a friend) are not an appropriate basis for a self-reported absence;
* **must communicate with their instructors no later than 24 hours** after the end of the period covered by either the self-reported absence or SMC, or immediately upon their return following a documented absence.

## Make Up Examinations

The student must write a make-up exam if the regularly scheduled exam is missed for reasons for which adequate documentation is received by the instructor (this documentation must be supplied by the [Academic Counseling office](http://counselling.ssc.uwo.ca/)). ). If you have a conflict with one of the exam dates, it is your responsibility to **discuss it with me by the add/drop date and provide documentation of the conflict**. If your documentation is approved, you will be allowed to write a make-up exam at 9:00AM on Friday the week following the regularly scheduled exam. Make-up exams may or may not be the same format as the regularly scheduled exam.

If you miss an exam due to illness or other unforeseen reason, you must email me within 24 hours of the regularly scheduled exam and provide documentation of the reason for missing the exam to your Academic Counsellor. I strongly urge you to visit a doctor on the day of the missed exam to obtain documentation of your illness. If your Academic Counsellor and I agree that your reason for missing the exam is legitimate and supported by your documentation, you will be allowed to write a make-up exam at 9:00AM on Friday of the week following the regularly scheduled exam. Make-up exams may or may not be the same format as the regularly scheduled exam.

If a student is unable to meet the scheduled make-up as agreed, then the student is responsible for obtaining new accommodations from Academic Counselling, and seeking a new make-up date with the instructor within a reasonable time frame.

# University Policy on Cheating and Academic Misconduct

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the [Academic Calendar](http://westerncalendar.uwo.ca/). Note that such offenses 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. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.

A copy of guidelines about how to avoid cheating can be obtained from the office of the [Ombudsperson](http://www.uwo.ca/ombuds/), Room 3135 WSSB, (519) 661-3573, [ombuds@uwo.ca](mailto:ombuds@uwo.ca).

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses. Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating.

Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring.

The penalties for a student guilty of a scholastic offense 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.

# Procedures For Appealing Academic Evaluations

1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation).
2. If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Undergraduate Chair: Student Affairs of the Department of Management and Organizational Studies.
3. If the response of the Undergraduate Chair is considered unsatisfactory to the student, he/she may then appeal to the Dean of the Faculty in which the course of program was taken.
4. 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](http://www.uwo.ca/ombuds/).

# Support Services

## Support Services

The Registrar’s office can be accessed for Student Support Services at <http://www.registrar.uwo.ca>  
Student Support Services ***(including the services provided by the USC listed here)*** can be reached at: <http://westernusc.ca/services/>  
Student Development Services can be reached at: <http://www.sdc.uwo.ca/>   
Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.health.uwo.ca/mental_health/> for a complete list of options about how to obtain help.

## Academic Concerns.

If you are in academic difficulty, it is strongly recommended that you see your [academic counsellor](http://counselling.ssc.uwo.ca/).

# Addendum (CO-VID 19)

Following the CO-VID 19 disruption to the term, a number of changes are being made to the above.

**SUMMARY OF CHANGES**

LECTURE:

Each week, for the final three weeks, slides (with audio voice over) will be posted at 9am on Wednesday for both sections to view. Any application tasks for that week will have a deadline of Thursday at 4:30pm for both sections.

EVALUATION:

There will no longer be a final exam. Thankfully with two midterms we are in a good position to provide good wholistic assessment without a final exam. The 20% that would have been the final exam will be reallocated evenly across the other evaluation components. Thus, now:

Midterm #1 - 25%

Midterm #2 - 25%

Application Tasks - 25%

CB Diary - 25%

Total = 100%

Application tasks will remain best 5/6 (in other words, if you complete them all, your lowest grade will be dropped). Our final two tasks will be conducted online, and you will be notified of the details (instructions, grading scheme, and deadlines) **each week in the lecture slides**.

The CB diary assignment will be due via OWL assignments for **both sections** on what would have been the beginning of the final class, Thursday **April 2nd by 9:30am**.

COMMUNICATION:

For each of the above, I have set up **FORUMS** on our course OWL site, and I encourage you to ask questions in these forums rather than by email so that I can communicate the response to the whole class rather than each individual at a time. For instance, if you have an assignment question, other people probably have the same question.

There will also be a forum for each lecture, and during our regular lecture times (1:30-4:30pm Wednesday and 9:30-12:30pm Thursday) I will aim to monitor the forums for questions and respond in a timely manner. Please keep in mind though, that I have two young kids who are home all day every day and no childcare, which means my ability to do so will need to be flexible.

MAKE UP MIDTERM EXAM:

For those who need to make up midterm #2, I continue to push on whether an in-person make up is a possibility for those that prefer that option but still do not have an answer. Things are changing rapidly, as you know. For those unable or who do not wish to write in person, or if in person is not an option for anyone, an online make up exam will take place at the previously scheduled time of Friday, April 3rd from 9-11am. You will be provided details by April 1st on how this will operate.

If you have any questions, please do not hesitate to connect with me via email or leave a voicemail on my office phone and I will respond via phone.