
**MOS 3321G Section – 001 & 002
Consumer Behaviour
Winter 2021
Course Syllabus**

1. Course Information:

1.1 Class Location and Time:
Online/OWL

1.2 Contact Information:
Instructor: Dr. Glen Gorman
Office: N/A
Office Hours: by appointment via Zoom
Email: ggorman3@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>

2. Calendar Description

2.1 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.

Antirequisite(s): None

Prerequisite(s): MOS2320A/B and enrolment in 3rd or 4th year of BMOS.

2.2 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 regard to the COURSES required.

Students not in BMOS are permitted to enroll in up to 1.0 MOS courses, per the Academic Timetable.

3. Textbook

Consumer Behaviour: Buying, Having, and Being, 8th Canadian Edition (Solomon, White, and Dahl), 2021, Pearson Canada, ISBN: 978-0-13-395809-6
Additional Readings and Handouts (available on OWL).

4. 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.

4.1 Course objectives

This course has three main objectives: (1) introduce students to theories and practice of consumer behaviour and the implications of the current academic research in the field; (2) enable students to **apply** consumer behaviour concepts to real world marketing problems and develop their own ideas about their future research; and (3) practice working on real world problems in teams.

4.2 Course format

A variety of methods are used to present the course materials (e.g., lectures, videos, presentations, group projects) and various multimedia (e.g., PowerPoint, videos, website) will be utilized. Students are expected to do the required readings and view the posted lecture videos each week.

5. Learning Outcomes

Upon successful completion of MOS 3321, students will:

- Identify key terms, concepts, and theories of consumer behaviour
- Evaluate 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 current trends in consumer behaviour and apply them to the marketing of an actual product or service.
- Be proficient working in a group setting

6. Evaluation

6.1 Quizzes (60%)

- Five Quizzes worth 12% each

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text. Quiz feedback will be administered on OWL.

6.2 Group project (40%)

The group project consists of 4 parts:

The global pandemic has taken a huge economic toll. Local small businesses have been the hardest hit, with many shuttering their doors. The purpose of the group project is to use the concepts you have learned in class and apply them to a small business, specifically with the goal of providing

recommendations that they can use to help get them through the pandemic. You will select a small or local business and do the following: current market analysis of the business, an overview of the industry, a detailed analysis of the business and their current marketing strategies (what they are doing, what is working and what can be improved upon?), and a list of recommendations for the business. The project will culminate in a recorded video presentation of your major findings and recommendations.

1. **Team Memo (mandatory): due Thursday January 28 by 11:55 pm** - Meet with your team – as soon as possible! For this introductory task you are required to give yourselves a team name, and logo. You must state what business type you are planning to focus on and the business you plan to analyze (or narrow it to 2-3 if you are not decided yet). I will provide feedback on your submission in Week 4. You will also be assigning roles to each group member. Examples of roles are: 1) editor, 2) communications officer, 3) graphic designer. Note: Your team cannot begin or submit any other project components before completing this important stage.
2. **Industry Analysis (7.5%): due Thursday February 11 by 11:55 pm** - The first analysis will examine the industry more broadly. Here you will describe the industry in general. Who are the primary customers for this industry? How do these customers typically interact with businesses in this industry?
3. **Business Analysis (7.5%): due Monday Mar 15 by 11:55 pm** - The second analysis will examine the business activities. What does the business do? How does it do business? Where is it located? Who are the customers (there may be some overlap with the industry analysis, but maybe not)? What marketing activities is it currently engaged in? What challenges does the business face in the current climate?
4. **Team Video Presentation (15%): due Monday Mar 29 by 11:55 pm** - Your team will prepare a recorded video presentation of your ideas and strategic decisions for the business, using media of your choice (e.g., Zoom, VoiceThread, PowerPoint; as long as the media is easily accessible). You will be expected to summarize your findings and recommendations. A key component of this presentation is to outline new ideas for additional marketing decisions that touch on relevant consumer behavior research discussed in this course, AND that would help to overcome decreases in sales caused by the pandemic. Ultimately, you want to sell me and the class (pretend we are the “business owners”) on how and why this business will grow its consumer base to self-sustaining levels within a few years. The presentation will be no more than 20 minutes long. All team members must speak during the presentation.
 - a. Q&A: Groups will respond to questions posed by student evaluators. – **responses to be posted by Friday April 9 before 11:55 pm**
5. **Evaluation (5%): evaluations to be submitted and questions posted by Monday April 5 before 11:55 pm** - Students will be assigned to two presentations from other groups that they will be required to view and evaluate, as well as pose at least 2 (constructively) critical and thought-provoking questions. Note: Students will be evaluated individually on the quality of their questions.
6. **Peer Evaluation (5%): due Monday April 12 by 11:55 pm** - All team members are expected to be good group citizens. As such, a peer evaluation component will be used for the team project. Each member will submit a fair evaluation of themselves and each of their group members. From the average of those evaluations, a weight will be created and applied to each individuals’ group mark. Depending on the weight, individual grades could be higher or lower than the group mark, or remain unchanged. More details about the peer evaluations will be provided in class.

Please Note: groups will be required to meet with the instructor via a zoom meeting at least twice during the term (once prior to Reading Week and once prior to completing the video presentation) to discuss progress on the project. Deadlines for the meetings will be posted in the schedule but can be scheduled any time prior to the deadline. If a meeting did not occur prior to the deadline, any work submitted after will not be graded. Additional meetings can be scheduled as required.

6.3 Formatting of Work

Unless otherwise stated in assignment guidelines, all papers should be double spaced, use 12-point Times or Times New Roman font, 1" margins, and APA formatting (including correct citations and referencing where applicable). Anytime you submit an assignment for a class, it should minimally have your name and a title, even if this is not specifically stated. Specific assignments may vary in terms of format expectation (e.g., some may require a title page). Failure to follow these guidelines will result in deductions.

File Format (i.e., what type of files should I submit on OWL?)

Unless otherwise stated, all electronic submissions must be made in MS Office format. **Assignments not submitted in word format will not be graded and will be subject to the late penalties until the correct format has been submitted.** Word is widely available to all students; not having access to the program will not be accepted as an excuse. A free copy (for PC OR Mac) can be obtained through your Western Office 360 account.

If you have any issues with the file formats please inform the instructor well before any due dates. **Please note: work submitted from WeChat (or similar) will not be accepted. See above for accepted file types.**

Submission of Work

Unless otherwise specified, upon completion, all assigned project components are to be submitted electronically *prior to 11:55 pm* on their due dates (see Tentative Lecture and Group Project Schedule). Project components submitted after 11:55 pm will be considered late. Because technical issues may occur, it is strongly recommended that you submit your work well in advance of the deadline to avoid any possible issues. **Technical difficulties will not be an acceptable excuse for late submissions.** If issues are encountered, it is the student's responsibility to notify ITS help desk (<https://jira.uwo.ca/servicedesk/customer/user/login?destination=portals>) for assistance well before the deadline. Also, notify the instructor outlining the issue and the steps being taken to resolve it. All written work must be submitted via the course webpage for a plagiarism check. **All students are responsible for double checking that assignment submissions went through on Owl. Incorrect or incomplete submissions will be susceptible to penalties.**

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. Make-up quizzes will not be offered, however, with proper documentation grade reweighting may be implemented. To receive a passing grade, students must demonstrate mastery of the course content. To do this, students must complete at least 3 out of the 5 quizzes. Missing more than 2 quizzes will result in a failing grade in the course.

No late submissions of any course material will be accepted, unless there are extraordinary circumstances (such as illness) that are acceptable to both the course instructor and Academic Counselling. All assignments must be submitted as instructed, and those indicated in the syllabus as requiring submission through Turn-It-In must also be submitted electronically via OWL. No other form of digital (e.g., by email) submissions will be accepted unless pre-arranged or directed by the course instructor.

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 range, the class average must fall between 70% and 77% for all sections of a course taught by the same instructor. Although specific proportions of grades around this mean are not required, it is expected that a meaningful distribution around the mean will be achieved. 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.

7. Lecture and Examination Schedule

See Schedule on OWL

8. Student Responsibilities

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. Please note that the instructor will not be providing copies of lectures notes or overheads. Therefore, if you miss a lecture, you should try to obtain this material from another student.

8.1 Online Etiquette

Keep in mind the different cultural and linguistic backgrounds of the students in the course. Be courteous toward the instructor, your colleagues, and authors whose work you are discussing. Be respectful of the diversity of viewpoints that you will encounter in the class and in your readings. The exchange of diverse ideas and opinions is part of the scholarly environment. "Flaming" is never appropriate.

Be professional and scholarly in all online postings. Cite the ideas of others appropriately.

8.2 Respect

Please act respectfully towards the class, the Professor and your fellow students. Acting respectfully means arriving on time to meetings, having your camera on during video meetings. Acting respectfully provides a better learning experience for everyone. If you feel that others are not being respectful, please contact the instructor to discuss the issue.

If possible, it is recommended that you find a quiet place to take part in online meetings. Background noise can be distracting to other students and the Professor.

Late arrivals are also distracting. Please try to arrive on time for meetings.

8.3 No Recording of Classes

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

8.4 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.

9. Quiz Policies

- Quizzes must be completed during the designated times
- No make-up quizzes will be offered
- Begin the quiz well in advance of the final deadline to account for technical difficulties.
 - Technical difficulties will not be accepted for any accommodation
- Quizzes must be completed independently, no collaboration or sharing of responses

10. E-mail Policies

The following policies apply to all emails between students and the Professor. Please respect the fact that the Professor receives hundreds of emails from students and must deal with those emails in a fair and organized manner. Unacceptable emails will receive a reply saying only "Please see Email Policies on the course outline".

10.1 UWO.CA Email Addresses Only

For privacy reasons, students must use their Western email accounts to contact the Professor. The Professor will not respond to emails from non-uwo.ca addresses (e.g. hotmail.com, gmail.com, etc.).

10.2 Subject Line Must Include Course and Section Number

The subject line of emails must contain the name or number of the course, and the section number in which the student is enrolled. The Professor teaches different courses and sections and cannot properly respond to questions if he does not know which course or section you are enrolled in.

10.3 Acceptable Emails

- questions about the course content or materials
- asking to set up an appointment to ask questions or review an exam
- notification of illness or other special circumstances
- providing constructive comments or feedback about the course

10.4 Unacceptable Emails

- questions that may be answered on OWL or on this course outline
- asking when grades will be posted
- asking what grade a student received
- asking where or when an exam is scheduled or the material covered on an exam
- requests for grade increases, extra assignments, or reweighting of course components

11. Attendance

It is expected that students will keep up to date with weekly readings, lectures and activities. In addition, students are expected to attend scheduled meetings, both with their instructor and their group members. If you are unable to attend a scheduled meeting, you are required to contact the other attendees as soon as possible to make them aware and make other arrangements. Repeated non-attendance of scheduled meetings may result in penalties, including (but not limited to) deducted marks, a grade of 0 on assignments, or removal from a group.

11.1 Short Absences.

If you miss content 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. Catch up on readings and lecture content as soon as you are able and touch base with group members to make them aware of the situation and find out what was missed and what you need to be doing.

11.2 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](#) can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

12. 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 Ivey or graduate school, 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.

13. Posting of Grades

Quiz grades will be posted on OWL once the grades are available. Final 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](#) website.

14. University Policy Regarding Illness

14.1 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

The current Illness Policy is available here (subject to change):

https://dan.uwo.ca/undergraduate/course_information/IllnessPolicy.pdf

15. 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](#). 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](#), Room 3135 WSSB, (519) 661-3573, 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.

16. 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.

17. Support Services

17.1 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/your-services/>
Student Development Services can be reached at: <http://www.sdc.uwo.ca/>
Students who are in emotional/mental distress should refer to Health and Wellness at Western University: <https://www.uwo.ca/health/> for a complete list of options about how to obtain help.

17.2 Academic Concerns.

If you are in academic difficulty, it is strongly recommended that you see your academic counsellor.