

**Commerce 3MB3
Consumer Behavior
Winter 2020 Course Outline**

**Marketing Area
DeGroote School of Business
McMaster University**

COURSE OBJECTIVE

This course is designed to introduce you to key theoretical concepts in consumer behavior and build your ability to apply these concepts to real-world marketing problems.

INSTRUCTOR INFORMATION

Monday KTH B105 11:30-2:20	Tuesday KTH B105 11:30-2:20
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Dr. Maureen Hupfer

Instructor

hupferm@mcmaster.ca

Office: DSB 213

Office Hours: Regularly scheduled drop-in office hours will be held Tuesdays 2:30-4:30. If I need to attend a meeting during this time, that meeting conflict will be noted on Avenue.

Appointments also may be made for other days/times.

Tel: (905) 525-9140, x24101

Course Website: This course has an Avenue learning website at <http://avenue.mcmaster.ca>.

COURSE ELEMENTS

Credit Value:	3	Leadership:	Yes	IT skills:	No	Global view:	Yes
Avenue:	Yes	Ethics:	Yes	Numeracy:	Yes	Written skills:	Yes
Participation:	Yes	Innovation:	Yes	Group work:	Yes	Oral skills:	Yes
Evidence-based:	Yes	Experiential:	Yes	Final Exam:	Yes	Guest speaker(s):	No

COURSE DESCRIPTION

Theory, Business Application and Perspectives

How does who do what and why? The field of consumer behavior attempts to explain and predict the ways in which consumers think and behave in given situations. How do consumers interpret advertising information? Why do people buy? Why not? Who and what are consumers relying upon for information? How can marketers predict behaviors from attitudes? How do consumers make decisions? How do we consume and dispose of products? To answer these questions, consumer behavior draws heavily on the disciplines of psychology, economics, sociology and anthropology. In this course, you will survey the relevant theory and learn how to apply these concepts to real world marketing situations. Class-time discussion of theory always will be supported with examples drawn from past and current business practices as well as consumers' everyday lives; we will be considering the social, ethical, regulatory, environmental and technological contexts in which consumers think and act. This course has a North American emphasis but we also will be comparing and contrasting international examples with consumer behavior in Canada and the United States.

This course stresses understanding, application, and generalization rather than memorization. In every field that you are studying, the body of accepted knowledge is growing and changing at an increasingly rapid rate. Because your success as a marketer will depend in part on your ability to find out about new knowledge and apply it to your own marketing problems, your performance in this course will be evaluated in terms of how well you are able to integrate textbook theory with business facts to arrive at explanations and recommendations.

LEARNING OUTCOMES

Skills-related Objectives

Upon successful completion of this course, students will have acquired experience in:

- preparation for and participation in classroom discussion;
- group project management;
- preparation of written reports that demonstrate professionalism and proficiency in communication;
- presentation skills.

Course Content Mastery Objectives

Upon successful completion of this course, students will:

- understand current psychological, sociological and anthropological theories that provide insight into consumer behavior;
- recognize which theoretical concepts are relevant to a particular decision-making context (such as a case study or discussion question), demonstrate clearly how these principles apply, and provide responses that are supported with evidence;
- be able to apply theory to address real world marketing problems.

COURSE MATERIALS

Optional

Consumer Behavior: Buying, Having and Being, 7th Canadian Edition.
Solomon, White and Dahl, Prentice-Hall, 2017.

This text is **not required**; the bookstore has been asked to stock both used and new copies; you also could shop around at Amazon. Note that the course schedule has been set up so that it is compatible with both the 6th and 7th editions so you could look for something even older and more economical.

The PPT slides that will be posted on Avenue provide comprehensive coverage of the theory and examples that you will see in class. Therefore, if you bring your laptop to class (or printed PPT slides) and add your own notes, you may decide that you do not need to purchase a text. Keep in mind, however, that the final exam is open book and you are allowed to bring a text if you have one. You also can purchase and download an e-text to your computer.

Required: One of the three following texts will be required for your group presentation. These three texts are meant to offer you perspectives that differ from or supplement the Consumer Behavior textbook and the material that we cover in class. You should settle on one of the three as early as possible. Note that not every group member needs to buy a copy of whatever text you choose; you could buy just one or two and share. The bookstore should be stocking both new and used copies of each title (for used copies, any edition is acceptable).

Alternative 1) *Influence: Science and Practice*, 5th edition. Robert B. Cialdini, Pearson, 2009.

Amazon Books description: Written in a narrative style combined with scholarly research, Cialdini combines evidence from experimental work with the techniques and strategies he gathered while working as a salesperson, fundraiser, advertiser, and in other positions inside organizations that commonly use compliance tactics to get us to say “yes.” He organizes compliance techniques into six categories based on psychological principles that direct human behavior: reciprocity, consistency, social proof, liking, authority, and scarcity.

Alternative 2) *Happy Money: The Science of Happier Spending*, Elizabeth Dunn and Michael I. Norton, Simon and Schuster 2013.

Google Books description: Two professors combine their fascinating and cutting-edge research in behavioral science to explain how money can buy happiness—if you follow five core principles of smart spending. Most people recognize that they need professional advice on how to earn, save, and invest their money. When it comes to spending that money, most people just follow their intuitions. But scientific research shows that those intuitions are often wrong. *Happy Money* offers a tour of research on the science of spending, explaining how you can get more happiness for your money.

Alternative 3) Thinking Fast and Slow, Daniel Kahneman, Straus and Giroux, 2011.

Amazon Books description: Two systems drive the way we think and make choices, Daniel Kahneman explains: System One is fast, intuitive, and emotional; System Two is slower, more deliberative, and more logical. Examining how both systems function within the mind, Kahneman exposes the extraordinary capabilities as well as the biases of fast thinking and the pervasive influence of intuitive impressions on our thoughts and our choices. He shows where we can trust our intuitions and how we can tap into the benefits of slow thinking, contrasting this two-system view of the mind with the standard model of the rational economic agent. Kahneman also offers practical and enlightening insights into how choices are made in both our business and personal lives--and how we can guard against the mental glitches that often get us into trouble.

Avenue Website

On this site you will find:

- PowerPoint lecture notes. If copyright restrictions apply to an image that I am using in class, I am unable to post it on Avenue. Here is our policy: “Avenue to Learn must be used in a manner which does not contravene copyright law. In particular, you must not post copyrighted material on this system, unless you hold the copyright, or have determined that the work is in the public domain or is covered by a license permitting such use, or have first obtained written permission from the copyright owner. Further information about reproducing published works and materials may be found at: <http://www.copyright.mcmaster.ca>.” I also cannot include video clips in the files because that makes them too large for posting. When available, I will post YouTube links.
- In-class mini-case applications and exercises;
- More information on how your Beyond the Textbook group presentation will be evaluated and some ideas for putting it together;
- Short answer assignments 1 and 2 including instructions for completing these assignments;
- Short answer question examples and their marking schemes as well as tips for answering them;
- Studying tips for your final exam and practice exams with marking schemes;
- Course documents such as this outline and amendments to the course schedule;
- Your marks.

EVALUATION

Learning in this course results from in-class discussion as well as out-of-class reading, analysis, and assignment preparation. Your performance will be evaluated on both an individual and a group basis. Group members all will receive the same mark on the short answer assignments and the group presentation, except where poor peer evaluations indicate otherwise. **Late short answer assignments will be penalized 20% for each day they are late, unless the three students in the group have submitted and have been approved for a Notification of Absence or MSAF, in which case a one-week extension will be granted.** Extensions will **not** be granted for your group presentations and an individual who does not put in an equal effort as recognized by the peer evaluation will be penalized. When a student uses an MSAF for a presentation, group members may decide that he/she already has contributed enough to share the same grade. If this is not the case, the presentation will be weighted to the final exam. Your final grade will be calculated as follows:

Components and Weights

Component	Group	Individual	%
Group of 3 Short Answer Assignments (2@22.5%)	✓		45.0
Group of 6 Presentation: Beyond the Textbook	✓		20.0
Participation		✓	10.0
Final Exam		✓	25.0
Total			100.0

NOTE: The use of a McMaster standard calculator is allowed during examinations in this course. See McMaster calculator policy.

Grade Conversion

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme.

LETTER GRADE	PERCENT	LETTER GRADE	PERCENT
A+	90 - 100	C+	67 - 69
A	85 - 89	C	63 - 66
A-	80 - 84	C-	60 - 62
B+	77 - 79	D+	57 - 59
B	73 - 76	D	53 - 56
B-	70 - 72	D-	50 - 52
		F	00 - 49

Communication and Feedback

Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Administrative Assistant. Instructors may conduct an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

Course Component Descriptions

Group Short Answer Assignments (2 @22.5%)

Students will complete two short answer assignments in groups of **three** that apply textbook theory to real-world marketing situations. Further information about the specific content and expected format of these assignments will be posted on Avenue. I have specific expectations for good performance on these assignments and you are expected to read instructions very carefully. Think about who you want to work with as early in the term as possible. You need to work with people **in your own section. Your first assignment is due Friday Feb 7 at 3:00pm and you need to be in a group by Friday Jan 17.**

Participation (10%)

Name cards and class pictures are used to help give credit for your participation. You must have a name card with your **full first and last name** clearly written and displayed in front of you for every class (please use the first name that you prefer to be called.) Since student involvement is an important component of this course, official McMaster student ID photographs will be used to ensure that each student is assessed accurately. I will use the photograph to ensure the accuracy of participation marks, group work, and for identifying students for grading purposes. If your photo is not available on Mosaic (this would be the photo on your Mac ID), I will be asking you for one.

I will be assessing your participation throughout the term beginning in Week 3 using a four-level grading scheme (0 = not present, 1 = present but very little or no involvement, 2 = moderate involvement, 3 = active, thoughtful commentary). Marks will be recorded on Avenue and you should be checking these postings to ensure that they are consistent with your record of attendance and degree of contribution.

You need to attend your own section unless it is necessary to switch on occasion. If you have a good reason for switching for a particular day (e.g. job interview, doctor or dentist appointment, you have missed a class because of illness and want to make it up), you should let me know in advance so that I will be prepared to adjust your attendance and participation. Priority always will be given to students who are actually registered in the section. The order of content coverage in this class is Monday/Tuesday and I will be posting your participation marks as soon as possible after this weekly cycle is complete. ***Requests for review or changes to these grades must be made within a week of their posting.***

Group Presentation: Beyond the Textbook (20%)

The task here is very flexible and its primary purpose is to provide you with an incentive to read one of three alternative texts by Cialdini, Dunn and Norton or Kahneman book. Your group is required to produce a 15-minute presentation for the class that links the concepts discussed by any **one** of these three titles with the concepts in your textbook. You could decide to put on a skit, create a quiz, develop a game show, run an experiment in class, etc. Further information about the specific content and expected format of this assignment is posted on Avenue. There also is an example of a past presentation that used Cialdini for you to view. I will be going over that PPT in our third class to explain how this presentation worked and what was done well done.

For this group component, you need to form a group of five or six people from your own section. This means that some of the assignment groups will have to split up to form presentation groups. You need to be in a group on or before Jan 24. Signup sheets for your presentation time slot will be posted on my door on Jan 31 at 10:00 am. The first presentation is scheduled for Week 6 (Feb 10 and 11).

Cumulative Final Short Answer Exam (25%)

The final exam is “open book”, cumulative and will be **two hours** in length. The **ten** questions on this exam will be similar to those that you will be getting on your short answer assignments. The Office of the Registrar will post the time, date and location near the end of the term. You will be writing this exam **on your own device** (laptop, tablet) and posting it to Avenue. Note that if you have SAS accommodation for exams, you will need to book this yourself. It will not automatically appear in Mosaic for you.

ACADEMIC DISHONESTY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university. It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at:

www.mcmaster.ca/academicintegrity

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained;
2. Improper collaboration in individual work;
3. Copying or using unauthorized aids in tests and examinations.

AUTHENTICITY/PLAGIARISM DETECTION

In this course we will be using a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. Students will be expected to submit their work electronically either directly to Turnitin.com or via Avenue to Learn (A2L) plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty. Students who do not wish to submit their work through A2L and/or Turnitin.com must still submit an electronic and/or hardcopy to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com or A2L. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). To see the Turnitin.com Policy, please go to; www.mcmaster.ca/academicintegrity.

ONLINE COURSE COMPONENTS

In this course we will be using Avenue to Learn. Students should be aware that when they access the electronic components of this course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure, please discuss this with the course instructor.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

Students may request relief from a regularly scheduled midterm, test, assignment or other course components. Please refer to the policy and procedure on the DeGroote website at the link below; <http://ug.degroote.mcmaster.ca/forms-and-resources/misled-course-work-policy/>

STUDENT ACCESSIBILITY SERVICES

Students who require academic accommodation must contact Student Accessibility Services (SAS) to make arrangements with a Program Coordinator. Academic accommodations must be arranged for each term of study. Student Accessibility Services can be contacted by phone 905-525-9140 ext. 28652 or e-mail sas@mcmaster.ca.

For further information, consult McMaster University's Policy for Academic Accommodation of Students with Disabilities:

<http://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicAccommodation-StudentsWithDisabilities.pdf>

ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the RISO policy. Students requiring a RISO accommodation should submit their request, including the dates/times needing to be accommodated and the courses which will be impacted, to their Faculty Office normally within 10 days of the beginning of term or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

POTENTIAL MODIFICATION TO THE COURSE

The instructor reserves the right to modify elements of the course during the term. There may be changes to the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. For 3MB3, it is the responsibility of the student to check their McMaster email and course websites **DAILY** during the term and to note any changes.

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.

ACKNOWLEDGEMENT OF COURSE POLICIES

Your enrolment in Commerce 3MB3 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

Commerce 3MB3 Consumer Behavior Winter 2020 Course Schedule

This schedule is subject to change if necessary. Instead of adherence to the text's organization, we will be following a framework that first places consumers in a broader social and cultural context, then examines consumers within smaller reference groups as well as their families. Next, consumers are discussed as individuals and the course finishes with additional strategy implications. **Use the PPT slides as a guide for your reading because we will not cover everything in the text.** However, I often add material for class that is **not** included in the textbook when I think that it is important. **NOTE that material for Week 3 and 4 is organized to be relevant to BOTH the 6th and 7th edition.**

In addition to discussing the week's content, you also should be prepared to work on in-class exercises and short in-class case applications that will contain questions similar to the kinds that you will be getting on your short answer assignments and final exam. **PPT slides and these in-class exercises will be posted in advance of class on Avenue so that you can download your own copies to work on with your classmates.**

See the next pages for dates, content and deliverables throughout the term.

Week	Dates (M, T)	Content
1	Jan 6, 7	Chapter 1 (course overview) Chapter 14: Cultural Influences on Consumer Behavior In-class case application: Eat and Run (on Avenue)
2	Jan 13, 14 (Jan 14 add/drop deadline)	Chapter 15: The Creation and Diffusion of Culture In-class case application: Let the Robot Pick it Up (on Avenue) PPT only: Canadian Identity and Ethnic Subcultures Jan 17 Groups of 3 for short answer assignments due
3	Jan 20, 21	Beyond the Textbook Presentation description Chapter 12: Income, Social Class and Family Structure (note that we will only cover Income and Social class this week) Chapter 13: Subcultures (we only will cover Age in this chapter) Chapter 11: Group Influence and Social Media In-class exercise: Reference Group Influence (on Avenue) Jan 24 Groups of 5 or 6 for Beyond the Textbook Presentation due
4	Jan 27, 28	Continue Chapter 11: Group Influence and Social Media In-class case application: No One Buys No Name Trainers (on Avenue) Chapter 12: Income, Social Class and Family Structure (we will only cover Family Structure this week) In-class exercise: Family Decision Making (on Avenue) Jan 31 Signup sheets for group presentation time slots will be posted on my door (DSB 213) at 10:00 am SHARP (no earlier). Sign-up is first-come, first-served.

5	Feb 3, 4	<p>Chapter 2: Perception</p> <p>Chapter 3: Learning and Memory In-class case application: The Pitfalls of Reinforcement (on Avenue)</p> <p>Feb 7 Short Answer Assignment 1 due 3:00 in hardcopy to 2nd floor dropbox outside DSB 203. You also need to post an electronic version to Avenue.</p>
6	Feb 10, 11	<p>Chapter 3, continued</p> <p>PRESENTATION #1</p>
Feb 17 – 21 Midterm Recess - Enjoy!		
7	Feb 24, 25	<p>Chapter 4: Motivation and Affect In-class exercise: McGuire's Motivations (on Avenue)</p> <p>Chapter 5: The Self PRESENTATION #2</p>
8	Mar 2, 3	<p>Chapter 5, continued In-class case application: Is There Such a Thing as Women's Toothpaste? (on Avenue)</p> <p>Chapter 6: Personality and Lifestyle In-class exercise: Lifestyles (in PPT)</p> <p>PRESENTATION #3</p>
9	<p>Mar 9, 10</p> <p>Mar 13 last day to withdraw without penalty</p>	<p>Chapter 7: Attitudes In-class exercise: Attitudes (on Avenue)</p> <p>Chapter 8: Attitude Change and Interactive Communications</p> <p>PRESENTATION #4</p>

10	Mar 16, 17	<p>Chapter 8, continued</p> <p>Chapter 9: Individual Decision Making</p> <p>PRESENTATION #5</p> <p><i>Mar 20 Short Answer Assignment 2 due 3:00 pm in hardcopy to 2nd floor dropbox outside DSB 203. You also need to post an electronic version to Avenue.</i></p>
11	Mar 23, 24	<p>Course Evaluations</p> <p>Chapter 9, continued In-class exercise: Decision-making (on Avenue)</p> <p>Chapter 10: Buying and Disposing</p> <p>PRESENTATION #6 PRESENTATION #7</p>
12	Mar 30, 31	<p>Chapter 10, continued</p> <p>PRESENTATION #8</p> <p>Final Exam Format Review</p>

Note that this course has only 12 classes to maintain consistency with the Fall 2019 schedule.

Final Exams Apr 13 – Apr 28