

3MB3 - Winter 2021

**Commerce 3MB3  
Consumer Behaviour  
Winter 2021 Course Outline**

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

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**COURSE OBJECTIVE**

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

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**INSTRUCTOR AND CONTACT INFORMATION**

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**Section 1: Tuesday 11:30 – 14:20**

**Section 2: Wednesday 11:30 -14:20**

**Instructor: Dr. Yousra Bakr**

[bakry@mcmaster.ca](mailto:bakry@mcmaster.ca)

**Office hours:** by appointment on  
Thursday and Friday 10:30-1:30

**TA: Ahzam Ali**

[alia80@mcmaster.ca](mailto:alia80@mcmaster.ca)

**Office hours:** by appointment on Monday  
2:30-4:30 and Wednesday 1:30-2:20

**Class Location:** online on Zoom

**Course website:** Avenue to Learn

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**COURSE ELEMENTS**

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Credit Value:	3	Leadership:	Yes	IT skills:	No	Global view:	Yes
A2L:	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

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## COURSE DESCRIPTION

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### ***Theory, Business Application and Perspectives***

How does “who” do “what” and why? The field of consumer behaviour 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 behaviours from attitudes? How do consumers make decisions? How do we consume and dispose of products? To answer these questions, consumer behaviour 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 behaviour 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.

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## LEARNING OUTCOMES

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### ***Skills-related Objectives***

Upon successful completion of this course, students will be able to complete the following key tasks:

- preparation for and participation in virtual 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, 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 AND READINGS

**Optional:** *Consumer Behavior: Buying, Having and Being*, 8th Canadian Edition. Solomon, White and Dahl, Prentice-Hall, 2021. Print ISBN: 9780135433942, 0135433940 / eText ISBN: 9780135403129, 013540312X

You can shop with the Bookstore or look on Amazon. You also could look for an older edition. The powerpoint slides that will be posted on Avenue provide comprehensive coverage of the theory and are supported with numerous examples to assist your learning in this course. This is in addition to short videos highlighting important concepts. The videos will be posted on an Echo360 module on A2L.

**Required:** assigned case studies will need to be purchased from Harvard Business Publishing website. Case studies and purchase links will be shared in due time.

## COURSE OVERVIEW AND ASSESSMENT

Learning in this course results from virtual class discussion/engagement 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 two 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 cannot be granted for the group presentation because groups are scheduled to run part of the virtual class on their designated presentation date.

### Course Delivery

ACTIVITY	DELIVERY	DESCRIPTION	TOOL(S)
<b>Video Summaries</b>	Asynch	Recorded lecture videos (10-20 min. each). Watch before class to prepare the material.	Echo360 on A2L
<b>Live Lectures</b>	Synch	2hr. live session lecture during class time.	Zoom (Tue or Wed 11:30-1:20)
<b>TA Tutorials / Office Hours / Group meetings</b>	Synch	1hr. live session during class time for Office hours, TA tutorials, or group meetings in breakout rooms	Zoom (Tue or Wed 1:30-2:20)
<b>Group Work / Assignments</b>	Asynch	Work on assignments and projects on students' own time	One-Drive, microsoft teams, A2L, or platform of the students' choice.
<b>Discussion Forums</b>	Asynch	Optional discussion topics to complement in-class participation	A2L

***Deliverables Breakdown***

GRADE COMPONENT	WEIGHT
<b>Participation and Attendance (Individual)</b>	<b>15%</b>
<b>Individual Assignments</b> - Brand Diary - Short Answer term assignment	<b>20%</b>
<b>Final Exam (Individual)</b>	<b>20%</b>
<b>Beyond the Textbook Group Presentation (academic literature review)</b>	<b>15%</b>
<b>Brand Analysis Group Project Report</b>	<b>30%</b>

***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	Percentage	Letter Grade	Percentage
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

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**COURSE DELIVERABLES**

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***Participation and Attendance (15%)***

Attending and contributing to online lecture discussions will be valued and rewarded. 5% will be awarded for attending the online lectures. 10% will be awarded for responding to online participation activities during the live sessions and asynchronously. Online participation activities will not be held every single week, and will not be announced prior to the lecture. Optional asynchronous participation opportunities will be made available in selected weeks in the form of discussion topics on A2L.

The participation marks will map to an assessment of both the quantity and the quality of your contributions in class and offline by the professor and the TA. Live sessions will be recorded to ensure accuracy of the participation mark.

When attending a live session, you are expected to be fully attentive. *Please note that failure to acknowledge your presence when called upon by the instructor or the TA during the live session, or failure to participate in polls or in breakout room activities during the lecture, can indicate that you are not “attending” or “attentive” even if you are logged in.* In this case, you will receive a message from the TA or the instructor on the zoom private chat. If no response is received to this message within 10-15 minutes, the instructor reserves the right to cancel your attendance and participation mark for that class.

The followings are more details related to live lectures attendance and participation:

- Live sessions will be held on Zoom.
- Make sure you have a functioning microphone and camera for the lectures.
- Whenever possible, log in through your McMaster Zoom account.
- I expect you to be punctual.
- It is highly recommended to turn on your camera during the live lectures.
- I may “cold call” on you anytime during class sessions.
- Participation through online chat is permitted, despite that verbal participation has a higher weight.
- Keep your microphone muted unless you want to ask questions or say a comment, or are called upon to answer a question. This will make following the lecture and listening to the speaker much clearer for all of us.

### ***Individual Assignments (20%)***

There are two individual assignments in this course, each worth 10%. Detailed assignment briefs will be shared in due course. All assignments are due on A2L in their dedicated dropboxes, on their due dates before midnight (11:59 pm). Late submissions will be penalized 20% for each day they are late, unless an MSAF/email excuse is submitted 24 hours prior to the submission deadline, in which case, a 1 week extension will be granted.

### ***Final Exam (20%)***

There is one individual, closed-book cumulative exam in this course. The exam will be held during class time on Avenue to Learn. Your camera MUST be turned on during the exam. Respondus Lockdown Browser Proctoring software will be employed.

The exams will be in the form of MCQs, but application oriented. They will be designed to assess your understanding of consumer behaviour concepts and your ability to apply these concepts to different situations. You will be responsible for both the material covered in class and for the material in the powerpoint slides.

***Please note the date for the exam. Please do not schedule job interviews or other activities in a manner that prevents you from taking the exams on the scheduled dates. Relief for a missed exam for legitimate reasons (e.g., MSAF) will be in the form of a cumulative make-up exam during the final exam period.***

## **Group Work (45%)**

### **Teamwork and Evaluation**

45% of your final grade is from group projects. Groups will consist of five students (exceptions will be made by the professor given the class size). If you have any trouble finding a group or prefer that the instructor or the TA assign you to a group, please fill in the form available through this link: <https://forms.gle/wNYT3qDxPVgMER19A>.

**Peer Evaluations:** To encourage equal contribution, peer evaluation will be used to assess each member's work. It is highly recommended **to set group ground rules and expectations early in the semester**. Groups are also encouraged to have a short feedback session following the completion of each assignment so that individuals are made aware if their input is less than expected by their team.

A peer evaluation form (enclosed in the appendix) can be submitted after each group project. These evaluations need only be submitted if the distribution is not equal, and must be signed by all by all group members (if you fail to do so, the professor will assign your evaluation marks as per his discretion based on information at his disposal.) Peer evaluations **MUST** be supported by documentation / emails that are evidence of feedback given and expectations set for the defaulting team member(s).

The result of this process is a true reflection of each group members' contribution to the project. Some members (i.e. those that contribute the most to the process) may find that their overall grade will go up as a result of the peer evaluation. Note: grades go up by no more than two grade points per student if the achieved score is B or lower; if your achieved score is B+ or higher the ratings can only add one grade point to your mark in the course. Others may find that their overall project grade will go down - note: the peer evaluation process can impact you negatively with no cap on the grades you can drop.

### **Group Project Briefs**

#### Beyond the Textbook Group Presentation (15%)

In this task, your group will explore at least 3 peer reviewed journal articles on the topic of consumer behaviour. The three journal articles should be discussing consumer behaviour topics relating to the same industry or the same product (e.g. consumer acceptance of online shopping, consumer adoption of mobile payments, etc.). The deliverable for this project is a 10-15 minutes presentation where your group introduces the topic being explored, and a summary of the articles in light of the theories and topics we discuss in the course. Detailed outline for the presentation is enclosed in Appendix 1.

#### Brand Analysis Group Report (30%)

In this project, choose a brand of interest that all group members are familiar with and analyze the marketing strategies of this brand in light of the concepts and theories discussed in this course. Consider the brand's target market and their consumer decision process, and explore the brand's product, pricing, promotion and distribution strategies highlighting relevant consumer behaviour theories and concepts in your explanation. Critique and evaluate how well the brand applied the different concepts and theories in their strategies, and recommend modifications if needed, supported by theory. The deliverable for this project is a report worth 30%. Detailed outline for the report is enclosed in Appendix 2.

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## COMMUNICATION AND FEEDBACK

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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 Area Administrative Assistants. All students must receive feedback regarding their progress prior to the final date by which a student may cancel the course without failure by default. *For Level 3 courses and above, this feedback must equal a minimum of 10% of the final grade.*

The instructor may solicit feedback via an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

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## REQUESTING RELIEF FOR MISSED ACADEMIC WORK

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In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar “Requests for Relief for Missed Academic Term Work” and the link <http://ug.degroot.mcmaster.ca/forms-and-resources/missed-course-work-policy/>

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## ACADEMIC INTEGRITY

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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. **It is your responsibility to understand what constitutes academic dishonesty.**

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.

For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/), located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

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## AUTHENTICITY/PLAGIARISM DETECTION

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*Some courses may* use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty. Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software.

**All submitted work is subject to normal verification that standards of academic integrity have been upheld** (e.g., on-line search, other software, etc.). For more details about McMaster's use of Turnitin.com please go to [www.mcmaster.ca/academicintegrity](http://www.mcmaster.ca/academicintegrity).

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## COURSES WITH AN ON-LINE ELEMENT

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**Some courses may** use on-line elements (e.g. e-mail, Avenue to Learn (A2L), LearnLink, web pages, capa, Moodle, ThinkingCap, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, usernames for the McMaster email accounts, and program affiliation may become apparent to all other students in the same course.

**This course** requires the use of on-line elements that include Zoom (for live lectures and office hours), Avenue to Learn (for course material), Echo360 (for lecture recordings), optional online access to the course textbook, among others.

The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

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## ONLINE PROCTORING

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**This course requires** the use of Respondus Lockdown Browser Proctoring Software for tests and exams. This software will require students to turn on their video camera, present identification, record their computer activities, and lock/restrict their browser or other applications/software during tests or exams. This software may be required to be installed before the test/exam begins. The instructor will share more information about the software with the students in due course.

## CONDUCT EXPECTATIONS

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As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [Code of Student Rights & Responsibilities](#) (the “Code”). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students’ access to these platforms.

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## ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES

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Students with disabilities who require academic accommodation must contact [Student Accessibility Services](#) (SAS) at 905-525-9140 ext. 28652 or [sas@mcmaster.ca](mailto:sas@mcmaster.ca) to make arrangements with a Program Coordinator. For further information, consult McMaster University’s [Academic Accommodation of Students with Disabilities](#) policy.

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

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Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](#) policy. Students should submit their request to their Faculty Office **normally within 10 working days** of the beginning of term in which they anticipate a need for accommodation 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.

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## COPYRIGHT AND RECORDING

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Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

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## EXTREME CIRCUMSTANCES

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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.

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## RESEARCH USING HUMAN SUBJECTS

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All researchers conducting research that involves human participants, their records or their biological material are required to receive approval from one of McMaster's Research Ethics Boards before (a) they can recruit participants and (b) collect or access their data. Failure to comply with relevant policies is a research misconduct matter. Contact these boards for further information about your requirements and the application process.

McMaster Research Ethics Board (General board): <https://reo.mcmaster.ca/>

Hamilton Integrated Research Ethics Board (Medical board): <http://www.hireb.ca/>

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## ACKNOWLEDGEMENT OF COURSE POLICIES

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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.

**COURSE SCHEDULE**

**Commerce 3MB3  
Consumer Behaviour  
Winter 2021 Course Schedule**

WEEK	DATE	TOPIC	DELIVERABLE
1	Jan. 12/13	<b>Discuss: Class Outline</b> Topic 1: Introduction to Consumer Behaviour Topic 2: Individual Decision Making Part I	
2	Jan. 19/20	Topic 2: Individual Decision Making Part II Topic 3: Buying and Disposing	<b>Group Signup Form Due</b>
3	Jan. 26/27	Topic 4: Perceptions	
4	Feb. 2/3	<b>Project 1 Brief: Beyond the Textbook</b> Topic 5: Learning and Memory	
5	Feb. 9/10	Topic 6: Motivation and Effect	
6	Feb. 16/17	<b>Reading week</b>	
7	Feb. 23/24	Topic 7: The Self	
8	Mar. 2/3	Topic 8: Personality, Lifestyles, and Values <i>Beyond the textbook presentations</i>	<b>Project 1 Beyond the Textbook PowerPoint Due</b>
9	Mar. 9/10	Topic 9: Attitudes <i>Beyond the textbook presentations</i>	
10	Mar. 16/17	Topic 10: Attitude Change and interactive communication <i>Beyond the textbook presentations</i>	
11	Mar. 23/24	Topic 11: Income, Social Class and Family Structure <i>Beyond the textbook presentations</i>	
12	Mar. 30/31	Topic 12: Subcultures <i>Beyond the textbook presentations</i>	
13	Apr. 6/7	Topic 13: Cultural Influences on Consumer Behavior	
14	Apr. 13/14	Final Exam	<b>Project 2 Brand Analysis Report due</b>

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## APPENDIX 1. BEYOND THE TEXTBOOK PRESENTATION BRIEF AND OUTLINE

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### ***Project Brief***

The objective of this project is to expand your knowledge consumption beyond the course textbook and provided material, by exploring other important sources of knowledge which are peer reviewed journals. Worth 15%.

In this group project, you are required to choose three peer reviewed journal articles studying a consumer behaviour topic related to a certain industry. Explore these articles in light of the topics and theories we discuss in the course, bearing in mind the nature of the research study in each article. For example, if each study researched a different adoption model, consider the different variables explored in the different articles and comment on the results of their research. If each study has a different geographical scope, consider whether the cultural differences affected the results. If the studies have different research populations in terms of age or gender, consider the effect of different demographics on the results. And so forth. Highlight the practical implications of the research results (how can businesses design their marketing strategies or operations in light of the research results).

### ***How to choose the articles***

Choose a topic like “consumer acceptance of online shopping”, “consumer adoption of mobile payments”, or other topics that you feel interesting, and search for journal articles on these topics on the McMaster Library website. If you feel the library search is not very user friendly, it can be easier to search for the journal articles on [www.scholars.google.com](http://www.scholars.google.com) then access the articles that show up in the results page on the McMaster library website. **Please note that the three articles must be studying the same topic.** Cross-cultural studies are allowed. Studies on the same topic, with different research populations (e.g. young adults vs. seniors), or studies on the same topic, with different geographical scopes (e.g. one study in the US vs. China) are also allowed. *You are encouraged to share your chosen articles with the instructor or the TA for approval.*

### ***Deliverable***

10-15 min. presentation commenting on the articles in light of the theories discussed in the course. The following is a recommended outline for the presentation:

1. Introduction: share with us the topics and the three (or more) articles you are exploring (include full citations)
2. Research Articles: for each article, summarize the research objective, the research population, the geographical scope, and the research model (if it is a quantitative study).
3. Commentary: comment on the results of the three articles in light of the theories and concepts discussed in the course.

## APPENDIX 2. BRAND ANALYSIS REPORT BRIEF AND OUTLINE

### **Project Brief**

The objective of this project is to apply consumer behaviour concepts and theories discussed in the course on real-life brand strategies. In this group project, you will choose a brand of interest that all group members are familiar with, identify its target market and consumer decision process, and analyze its marketing strategies in comparison to the concepts and theories discussed in this course. Worth 30%.

### **Instructions**

1. Select a brand that all group members are familiar with. If different products are offered under the same brand, choose one product category as the object of this project.
2. Collect background information about the brand. Identify its target market and consumer decision process.
3. Review the brand's strategies and communication. Analyze and critique these strategies using consumer behaviour concepts and theories. Examples of strategies include the brand's advertising, packaging, etc. Choose strategies that will allow you to sufficiently expand on how well the brand is applying or relating to consumer behaviour theories.
4. Conclude the report with any recommendations in light of the knowledge you gained
5. Add in the appendix any promotions or ads you referred to in the report.

### **Deliverables**

20-30 page report (not including cover page, table of contents, appendices, or references), double spaced, Times New Roman font 12. The following is the recommended outline for the report:

<b>Cover Page</b>	include the course name, term, instructor name, date of submission, group number, group member names and IDs, and the brand.
<b>Table of Contents</b>	
<b>Executive Summary</b>	1 page maximum, single spaced
<b>Introduction</b>	Introduce the brand and product category as well as background information about the brand. Include proper in-text citation of external sources.
<b>Target Market</b>	Detail the target markets of the product
<b>Consumer Decision Process</b>	Detail the consumer decision process
<b>Brand Strategies</b>	Analyze the brand's strategies here in light of concepts and theories learned in class

<b>Conclusion</b>	Conclude your report with your recommendations, supported by concepts and theories learned in class.
<b>References</b>	Use the referencing style you are comfortable with. Just be consistent.
<b>Appendices</b>	Include any ads or links to commercials or other material you referred to in your analysis.

**APPENDIX 3. PEER EVALUATION FORM**

**INSTRUCTIONS:**

1. Please assign each person in your group an amount of money which represents each individual's contribution to the project, simulation and hand-in cases. You may each wish to complete a form individually and then share these forms at a group meeting but only ONE FORM is to be submitted for each group and it must be signed by all group members.
2. Your total budget to distribute among the people in your group is \$600 \* (the number of people in your group). For example, if there are 5 people in your group, then pretend that you have \$600 \* 5 = \$3,000 to pay to the group.
3. If everyone contributed equally, then pay each person \$600.
4. Adjust the fee according to your honest personal assessment of the value of each person's contribution. In our example, the fee could be as low as \$0 or as high as \$3,000.
5. The factor arrived at for each team member as a result of the peer evaluation will be applied to the group work in this course.
6. TREAT THIS EVALUATION SERIOUSLY.
7. MAKE SURE THAT THE FEES PAID ADD TO \$600 \* GROUP SIZE.

PROFESSOR: Dr. Yousra Bakr

GROUP NAME:

GROUP MEMBER	SIGNATURE	FEE

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**APPENDIX 4. GROUP SIGN UP FORM**

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Professor: Dr. Yousra Bakr

GROUP Name: \_\_\_\_\_

STUDENT NAME	EMAIL