

**MBA M732 C01/C02  
Consumer Behavior  
Fall 2021 Course Outline**

**Marketing Area  
DeGroote 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 behavior 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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**C01 – Mon. 2:30pm – 05:30pm**

**C02 – Mon. 7:00pm – 10:00pm**

**Osama Butt**

Instructor

[butto2@mcmaster.ca](mailto:butto2@mcmaster.ca)

Office: N/A

Office Hours: Mon. 5:45pm – 6:45pm/ by appointment  
only

Tel: N/A

Class Location: Zoom – Link shall be provided on  
Avenue

**Student TA**

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

Office: xxx

Office Hours: xxx

Tel: xxx

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

*\*Students must have camera on for one to one as well as for group meetings – No exception.*

*COURSE ELEMENTS*

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

*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.

*REQUIRED COURSE MATERIALS AND READINGS*

Avenue registration for course content, readings and case materials

<http://avenue.mcmaster.ca> \$ FREE

**REQUIRED TEXT(S)**

**Main Text:** Consumer Behavior, 2nd Canadian Edition. Babin, Harris and Murray, Nelson, 2017.  
Book Store Price

**Beyond the Text Book:** Each group is read one additional book from below. Please do not buy any of these yet. Books shall be allocated to each group at random during Week 3.

Amazon Prices (approx.)

- |  |          |
|--|----------|
| 1) Decoded: The Science Behind Why We Buy by Phil Barden                                     | C\$38.02 |
| 2) The Choice Factory: 25 Behavioral biases that influence what we Buy<br>by Richard Shotton | C\$26.94 |
| 3) Invisible Influence: The Hidden Forces That Shape behavior by Jonah Berger.               | C\$13.20 |
| 4) Contagious: Why Things Catch On by Jonah Berger, Simon & Schuster 2016.                   | C\$16.16 |

- 5) Buy-ology: Truth and Lies About Why We Buy by Martin Lindstorm C\$22.00
- 6) The Wisdom of Crowds, by James Sueowiecki C\$17.56
- 7) Consumer.ology: The Truth about Consumers and the Psychology of Shopping, by Philip Graves C\$29.58

***OPTIONAL COURSE MATERIALS AND READINGS***

1. *Thinking Fast and Slow*, Daniel Kahneman, Straus and Giroux
2. *Influence: Science and Practice*, 5<sup>th</sup> edition. Robert B. Cialdin
3. *Why we Buy: The Science of Shopping*. Paco Underhill

***EVALUATION***

Learning in this course results primarily from in-class discussion and participation of comprehensive business topics as well as out-of-class analysis. The balance of the learning results from the lectures on strategic concepts, from related readings, and from researching your presentations, cases, assignments, simulation decisions and projects. All work will be evaluated on an individual basis except in certain cases where group work is expected. In these cases, group members will share the same grade adjusted by peer evaluation. Your final grade will be calculated as follows:

**Components and Weights**

<b><i>Assessment</i></b>	<b><i>Weightage</i></b>
<b>Introduction</b>	1%
<b>Book Presentation (Group)</b>	
Written Summary	8%
Presentation	20%
<b>Quizzes (Individual – 4 quizzes)</b>	20%
<b>CB Application (Group)</b>	
Proposal	5%
Presentation	16%
<b>In – Class Participation</b>	5%
<b>Final Exam (Individual)</b>	25%
<b>Total</b>	100

Assignments may be required to be submitted through TURNITIN or may be analyzed using this software at the instructor's discretion. All assignments must be submitted on Avenue by deadlines indicated in schedule. Please ensure that you keep an electronic copy of all digital receipts provided by turnitin.com for submitted assignments.

NOTE: The use of a McMaster standard calculator is allowed during examinations in this course. See McMaster calculator policy at the following URL: [www.mcmaster.ca/policy/Students-AcademicStudies/UndergraduateExaminationsPolicy.pdf](http://www.mcmaster.ca/policy/Students-AcademicStudies/UndergraduateExaminationsPolicy.pdf)

### 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	POINTS
A+	90-100	12
A	85-89	11
A-	80-84	10
B+	75-79	9
B	70-74	8
B-	60-69	7
F	00-59	0

### *Beyond the Text Book – Group*

The class shall be divided into seven (7) groups. One of the seven listed texts will be required for your group presentation. These texts are meant to offer you perspectives that differ from or supplement the Consumer Behavior textbook and the material that we cover in class. The books shall be allocated at random during Week 3. Each group is to present the book connecting it with the CB text. Each group is to submit a 3 – 5 pages (double space) summary on the provided guidelines (shall be provided on Avenue) as well as present it to the class. *Written Summary shall be shared with the class for others to read before the presentation.*

### **Limitations:**

1. Two groups cannot work on the same book
2. It is mandatory for all students to be present on the day on his/her presentation (no excuse), as well as to attend all presentations. If a student is absent on the day of his/her presentation on Zoom, s/he shall be awarded zero in the presentations (once presentation starts and if a presenter is not in class, s/he shall be considered absent).
3. Each presentation shall be allocated a time slot in advance and shall be timed.
4. All groups must submit their presentations in advance by the deadline.
5. Presentation evaluations may not be emailed. You shall have to setup a meeting with the instructor within a week of presentation to review (if needed) your presentation evaluation.
6. Presenters must have their Camera on (5% penalty for not turning on the camera during presentation).

7. Individual score may vary based on individual's engagement/interest during presentation.

### *Quizzes & Final Exam (Comprehensive) - Individual*

The quizzes and Final Exam will cover announced material. Both shall be designed to assess your understanding of Consumer Behavior concepts and your ability to apply these concepts in real life situations. You will be responsible both for the material covered in class and for material in the text and readings – all may be addressed in quizzes and final exam. Exact format shall be announced at least a week in advance. Respondus Lockdown Browser and Webcam shall be used for all quizzes and exams.

### *CB Application Project - Group*

The class shall be divided into ten (7) groups. There is no written report for this project. Each group is to make maximum 15 minutes presentation.

1. Each team will pick a movie. It is recommended that you choose a movie anchored in the “real” world and with characters who act as consumers, rather than a film belonging to the fantasy/cartoon genre. Remember you need to discuss consumer behavior, not, other types of behavior – so I would encourage you not to choose films from the following genres: thrillers/horror, action/adventure, or fantasy/cartoon. The best choices are movies set in the “real” world, and contain multi-dimensional characters who engage in many examples of consumption behavior – e.g. shopping, using products/services in their daily lives. You should strive to pick a film with similar characteristics. Often “domestic” dramas or comedies are the best choices.
2. The task is to: Completely analyze the film with regards to marketing practices and consumer behavior. You should focus on the analysis of how the characters in the film illustrate important concepts/ideas related to consumer behavior. A brief description of the plot and characters (including demographics and lifestyles, values, needs, stage in family-life cycle, adopter categories) should be included in your analysis. While each film is unique in its demonstration of particular consumer behavior concepts, your project should discuss between 8 - 10 ideas from the course beyond the character descriptions.

### **Proposal:**

Please turn in max. 2 pages proposal (double space excluding title page) by Oct. 04. The films will be approved on a first come, first choice basis. Please provide the following information in the proposal.

1. Title Page – with movie name and participants information
2. Short Summary
3. Rationale - consisting of listing at least 8-10 consumer behavior topics that you will analyze in relation to the film. Since the project will require a significant amount of time and effort, it is important that you select a film in which you are personally very interested.

It is recommended to select a movie which is available on Netflix or YouTube for all us to have an easy access.

**Limitations:**

1. Two groups cannot work on the same movie – please have your movie approved ASAP
2. It is mandatory for all students to be present on the day on his/her presentation (no excuse), as well as to attend all presentations. If a student is absent on the day of his/her presentation on Zoom, s/he shall be awarded zero in the presentations (once presentation starts and if a presenter is not in class, s/he shall be considered absent). Similarly, 2% penalty shall be applied on individuals if s/he fails to attend others presentation. Score shall be deducted from individual's presentation.
3. Movie cannot be more than 10 years old
4. Each presentation shall be allocated a time slot in advance and shall be timed.
5. All groups must submit their presentations in advance by the deadline.
6. Presentation evaluations may not be emailed. You shall have to setup a meeting with the instructor within a week of presentation to review (if needed) your presentation evaluation.
7. Presenters must have their Camera on (5% penalty for not turning on the camera during presentation).
8. Individual score may vary based on individual's engagement/interest during presentation.
9. **DO NOT** choose a movie that is of sexual, political or religious natures.

**PLEASE NOTE; GROUP PROJECTS MUST BE DONE IN A GROUP! INDIVIDUAL PROJECTS NOT ALLOWED!** If you do not have a group, please let me know at least a week before any activity so I could help you to join a group OR you will get a zero in that activity.

**General Notice for Group Members** [*Instructor reserves the right to change the group formation (if required)*]:

- Be prepared to be held accountable by your team. Be firm with a free rider. Don't tolerate careless work or missed deadlines. It can damage the overall quality of the project. If a free rider doesn't get the message, assemble the group and confront him/her directly [in an amicable way], outlining the agreed upon responsibilities for each member.
- If it still does not work, **group has a right to drop a member** who is not taking the responsibility, however, if this is to be done. **Last date to drop a group member from CB Application Assignment is Nov. 15.** Group cannot drop a member after that date. **While a group member can be dropped from Beyond the Text presentation by 72 Hours before presentation** – after that a member cannot be dropped. If a group decides to drop a member, group coordinator is to send an email to all group members with CC to the instructor. However, a member cannot be dropped from any report/activity without giving an advance notice to the instructor. In this case dropped member shall be awarded ZERO in the assignment.
- Please note INDIVIDUAL member cannot walk out of the group. **Individual project not allowed.** If a students decided not to work with the group, s/he shall be awarded ZERO in group activity.
- Please remember: it is the students responsibility to submit files in correct format. Instructor reserves the right to deduct up to 5% score if a document is submitted with unreadable file extension.

**NOTE: Due to the nature of the course – make up for any activity is not allowed.**



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*COMMUNICATION AND FEEDBACK*

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**E-mail Usage & Limits:** Students are encouraged to communicate by email in order to ensure the most reliable and timely communications. Please allow up to a 48-hour reply time, Monday-Friday (before 12noon). Emails sent on weekends will typically be responded to by Tuesday 11:00am at the latest. Students are required to activate and maintain a McMaster e-mail account to contact course instructor. This shall be the official means by which you will receive university communications. When emailing, please put the course code, your section number, and the topic in the subject line. **I may not respond to an email if information is already posted on Avenue.**

Students that are uncomfortable in directly approaching an instructor regarding a course concern may send a confidential and anonymous email to the respective Area Chair or Associate Dean:

<http://mbastudent.degrootemcmaster.ca/contact/anonymous/>

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 are encouraged to conduct an informal course review with students by Week #4 to allow time for modifications in curriculum delivery. Instructors should provide evaluation feedback for at least 10% of the final grade to students prior to Week #8 in the term.

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*ACADEMIC DISHONESTY*

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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.

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](http://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 group work.
3. 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, 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 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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***ON-LINE PROCTORING***

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**Some courses may** use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or 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.

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***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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***MISSED ACADEMIC WORK***

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***Missed Mid-Term Examinations / Tests / Class Participation***

Where students miss a regularly scheduled mid-term or class participation for legitimate reasons as determined by the Student Experience – Academic (MBA) office, the weight for that test/participation will be distributed across other evaluative components of the course at the discretion of the instructor. Documentation explaining such an absence must be provided to the Student Experience – Academic (MBA) office within five (5) working days upon returning to school.

To document absences for health related reasons, please provide to Student Experience – Academic (MBA) office the Petition for Relief for MBA Missed Term Work and the McMaster University Student Health Certificate which can be found on the DeGroote website at <http://mbastudent.degroote.mcmaster.ca/forms-and-applications/>. Please do not use the online McMaster Student Absence Form as this is for Undergraduate students only.

University policy states that a student may submit a maximum of three (3) medical certificates per year after which the student must meet with the Director of the program.

To document absences for reasons other than health related, please provide Student Experience – Academic (MBA) office the Petition for Relief for MBA Missed Term Work and documentation supporting the reason for the absence.

Students unable to write a mid-term at the posted exam time due to the following reasons: religious; work-related (for part-time students only); representing university at an academic or varsity athletic event; conflicts between two overlapping scheduled mid-term exams; or other extenuating circumstances, have the option of applying for special exam arrangements. Such requests must be made to the Student Experience – Academic (MBA) office at least ten (10) working days before the scheduled exam along with acceptable documentation. Instructors cannot themselves allow students to unofficially write make-up exams/tests. Adjudication of the request must be handled by Student Experience – Academic (MBA).

If a mid-term exam is missed without a valid reason, students will receive a grade of zero (0) for that component.

### ***Missed Final Examinations***

A student who misses a final examination without good reason will receive a mark of ‘0’ on the examination.

All applications for deferred and special examination arrangements must be made to the Student Experience – Academic (MBA) office. Failure to meet the stated deadlines may result in the denial of these arrangements. Deferred examination privileges, if granted, must be satisfied during the examination period at the end of the following term. There will be one common sitting for all deferred exams.

Failure to write an approved deferred examination at the pre-scheduled time will result in a failure for that examination, except in the case of exceptional circumstances where documentation has been provided and approved. Upon approval, no credit will be given for the course, and the notation N.C. (no credit) will be placed on the student’s transcript. Students receiving no credit for a required course must repeat the course. Optional or elective courses for which no credit is given may be repeated or replaced with another course of equal credit value.

Requests for a second deferral or rescheduling of a deferred examination will not be considered.

Any student who is unable to write a final examination because of illness is required to submit the Application for Deferred MBA Final Examination and a statement from a doctor certifying illness on the date of the examination. The Application for Deferred MBA Final Examination and the McMaster University Student Health Certificate can be found on the DeGroot website at <http://mbastudent.degroot.mcmaster.ca/forms-and-applications/> Please do not use the online McMaster Student Absence Form as this is for Undergraduate students only. Students who write examinations while ill will not be given special consideration after the fact.

In such cases, the request for a deferred examination privilege must be made in writing to the Student Experience – Academic (MBA) office within five business days of the missed examination.

Special examination arrangements may be made for students unable to write at the posted exam time due to compelling reasons (for example religious, or for part-time students only, work-related reasons):

- Students who have religious obligations which make it impossible to write examinations at the times posted are required to produce a letter from their religious leader stating that they are unable to be present owing to a religious obligation.
- Part-time students who have business commitments which make it impossible to write examinations at the times posted are required to produce a letter on company letterhead from the student's immediate supervisor stating that they are unable to be present owing to a specific job commitment.

In such cases, applications must be made in writing to the Student Experience – Academic (MBA) office at least ten business days before the scheduled examination date and acceptable documentation must be supplied.

If a student is representing the University at an academic or athletic event and is available at an overlapping scheduled time of the test/examination, the student may write the test/examination at an approved location with an approved invigilator, as determined by the Student Experience – Academic (MBA) office.

In such cases, the request for a deferred examination privilege must be made in writing to the Student Experience – Academic (MBA) office within ten business days of the end of the examination period.

Note: A fee of \$50 will be charged for a deferred exam written on campus and a fee of \$100 for deferred exams written elsewhere. In cases where the student's standing is in doubt, the Graduate Admissions and Study Committee may require that the student with one or more deferred examination privileges refrain from re-registering until the examination(s) have been cleared.

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*ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES*

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Student Accessibility Services (SAS) offers various support services for students with disabilities. Students are required to inform SAS of accommodation needs for course work at the outset of term. Students must forward a copy of such SAS accommodation to the instructor normally, within the first three (3) weeks of classes by setting up an appointment with the instructor. If a student with a disability chooses NOT to take advantage of an SAS accommodation and chooses to sit for a regular exam, a petition for relief may not be filed after the examination is complete. The SAS website is:

<http://sas.mcmaster.ca>

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***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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***POTENTIAL MODIFICATION TO THE COURSE***

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The instructor and university reserve the right to modify elements of the course during the term. The university may change 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. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.

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***RESEARCH USING HUMAN SUBJECTS***

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***ONLY IF APPLICABLE***

Research involving human participants is premised on a fundamental moral commitment to advancing human welfare, knowledge, and understanding. As a research intensive institution, McMaster University shares this

commitment in its promotion of responsible research. The fundamental imperative of research involving human participation is respect for human dignity and well-being. To this end, the University endorses the ethical principles cited in the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans:

<http://www.pre.ethics.gc.ca>

McMaster University has mandated its Research Ethics Boards to ensure that all research investigations involving human participants are in compliance with the Tri-Council Policy Statement. The University is committed, through its Research Ethics Boards, to assisting the research community in identifying and addressing ethical issues inherent in research, recognizing that all members of the University share a commitment to maintaining the highest possible standards in research involving humans.

If you are conducting original research, it is vital that you behave in an ethical manner. For example, everyone you speak to must be made aware of your reasons for eliciting their responses and consent to providing information. Furthermore, you must ensure everyone understands that participation is entirely voluntary. Please refer to the following website for more information about McMaster University's research ethics guidelines:

<http://reo.mcmaster.ca/>

Organizations that you are working with are likely to prefer that some information be treated as confidential. Ensure that you clarify the status of all information that you receive from your client. You **MUST** respect this request and cannot present this information in class or communicate it in any form, nor can you discuss it outside your group. Furthermore, you must continue to respect this confidentiality even after the course is over.

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*ACKNOWLEDGEMENT OF COURSE POLICIES*

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Your registration and continuous participation (e.g. on A2L, in the classroom, etc.) to the various learning activities of MBA M732 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*

**MBA M732  
Consumer Behavior  
Fall 2021 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. Also, please be advised that teacher may not be able to touch upon every single topic in the chapter due to the time limitation. However, it is the responsibility of the student to read all concepts in the chapter (for exam) and ask for clarification, if needed.

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.

Week	Dates	Topic/Activity	Notes
1	Sept. 13	<p><b>READ:</b> The Welcome Message in Announcements</p> <p><b>REVIEW:</b> All sections on Avenue for understanding</p> <p><b>BUY</b> Text Book: Information Provided</p> <p>Zoom Meetings, link shall be provided on A2L</p> <ol style="list-style-type: none"> <li>1. Course Introduction</li> <li>2. Ch. 01: What is CB, and Why Should I Care?</li> <li>3. Students to post their self-introduction in Discussion -&gt;Students Introduction</li> <li>4. Students to start connecting with class fellows to form groups.</li> </ol>	<p>Due Sept. 26@11:59pm Late Submission not allowed.</p>



2	Sept. 20	<p>Zoom Meeting</p> <ol style="list-style-type: none"> <li>Ch. 08: Consumer Culture Ch. 09: Micro Cultures</li> <li>Start joining group – please ensure to have an understanding with a group before you enroll yourself. <i>if you do not have a group member by the due date, instructor shall allocate you a group at random</i></li> <li>Discussion on Quizzes Expectations</li> </ol>	<p>Due Date: Sept. 24, 11:59pm</p>
3	Sept. 27	<p>Zoom Meeting</p> <ol style="list-style-type: none"> <li>Ch. 10: Group and Interpersonal Influence Ch. 11: Consumers in Situations</li> <li>Beyond the Text Book– Book(s) Allocation – In Class</li> <li>Discussion on Beyond the Text Book Presentation</li> <li><b>Quiz 1:</b> Ch. 8</li> </ol>	<p>Due Sept. 28 @ 11:59pm Late Submission not allowed.</p>
4	Oct. 04	<p>Zoom Meeting</p> <ol style="list-style-type: none"> <li>Ch. 14: Consumer to Satisfaction Ch. 15: Consumer Relationships</li> <li>CB Application Group Proposal Due @ 11:59pm</li> <li>Discussion on CB Application Presentation</li> </ol>	<p>1% per hour late penalty</p>
5	Oct 11	<p>Thanksgiving – No Class</p>	

6	Oct. 18	<p>Zoom Meeting</p> <ol style="list-style-type: none"> <li>Ch. 02: Value and the Consumer Behavior Value Framework</li> <li>Beyond the Text Book, Group 1 Summary Due – <i>Summary shall be shared with everyone in the class to review before presentation</i></li> <li>Beyond the Text Book – Group 1 Presentation</li> </ol> <p><b>Quiz 2: Ch. 10</b></p>	<p>Due Oct. 15 @ 12:00noon 1% per hour late penalty</p> <p>Please upload your presentation by 1:00pm</p> <p>Due Oct. 19 @ 11:59pm Late Submission not allowed.</p>
7	Oct. 25	<p>Zoom Meeting</p> <ol style="list-style-type: none"> <li>Ch. 03: Consumer Learning states here: Perception</li> <li>Beyond the Text Book, Group 2 Summary Due – <i>Summary shall be shared with everyone in the class to review before presentation</i></li> </ol> <p>Beyond the Text Book – Group 2 Presentation</p>	<p>Due Oct. 22 @ 12:00noon 1% per hour late penalty</p> <p>Please upload your presentation by 1:00pm</p>
8	Nov. 01	<p>Zoom Meeting</p> <ol style="list-style-type: none"> <li>Ch. 04: Comprehension, Memory, and Cognitive Memory</li> <li>Beyond the Text Book, Group 3 Summary Due – <i>Summary shall be shared with everyone in the class to review before presentation</i></li> <li>Beyond the Text Book – Group 3 Presentation</li> </ol> <p><b>Quiz 3: Ch. 03</b></p>	<p>Due Oct. 29 @ 12:00noon 1% per hour late penalty</p> <p>Please upload your presentation by 1:00pm</p> <p>Due Nov. 02 @ 11:59pm Late Submission not allowed.</p>
9	Nov. 08	<p>Zoom Meeting</p> <ol style="list-style-type: none"> <li>Ch. 05: Motivation and Emotion: Driving Consumer Behavior</li> </ol>	

		<ul style="list-style-type: none"> <li>2. Beyond the Text Book, Group 4 Summary Due – <i>Summary shall be shared with everyone in the class to review before presentation</i></li> <li>3. Beyond the Text Book – Group 4 Presentation</li> </ul>	<p>Due Nov. 05 @ 12:00noon 1% per hour late penalty</p> <p>Please upload your presentation by 1:00pm</p>
10	Nov. 15	<p>Zoom Meeting</p> <ul style="list-style-type: none"> <li>1. Ch. 06: Personality, Lifestyles, and Self Concept</li> <li>2. Beyond the Text Book, Group 5 Summary Due – <i>Summary shall be shared with everyone in the class to review before presentation</i></li> <li>3. Beyond the Text Book – Group 5 Presentation</li> <li>4. <b>Quiz 4:</b> Ch. 04</li> </ul>	<p>Due Nov. 12 @ 12:00noon 1% per hour late penalty</p> <p>Please upload your presentation by 1:00pm</p> <p>Due Nov. 16@11:59pm Late Submission not allowed.</p>
11	Nov. 22	<p>Zoom Meeting</p> <ul style="list-style-type: none"> <li>1. Ch. 07: Attitudes and Attitudes Change</li> <li>2. Beyond the Text Book, Group 6 Summary Due – <i>Summary shall be shared with everyone in the class to review before presentation</i></li> <li>3. Beyond the Text Book – Group 6 Presentation</li> </ul>	<p>Due Nov. 19 @ 12:00noon 1% per hour late penalty</p> <p>Please upload your presentation by 1:00pm</p>
12	Nov. 29	<p>Zoom Meeting</p> <ul style="list-style-type: none"> <li>1. Ch. 12 &amp; 13: Decision Making I &amp; II</li> <li>2. Beyond the Text Book, Group 7 Summary Due – <i>Summary shall be shared with everyone in the class to review before presentation</i></li> <li>3. Beyond the Text Book – Group 7 Presentation</li> </ul>	<p>Due Nov. 26 @ 12:00noon 1% per hour late penalty</p> <p>Please upload your presentation by 1:00pm</p>

13	Dec. 06	Zoom Meeting 1. CB Application Presentations.  2. Final Exam Review	Please submit your presentations by 1:00pm
		<b>Final Exam</b>	As Per University Schedule

## CLASS PARTICIPATION

Active participation is essential to learning and to the success of the course. Thus, you should come to each class well prepared. This means reading assigned topic and other supporting materials before class and being willing to participate in class discussions and other activities.

As such, you will be graded on your individual participation including the quality of your contributions to the discussion of assigned case. It is critical that you read and think about the assigned material prior to each class. This is one of your key responsibilities.

During class discussions, you should clearly articulate your ideas supported by concepts from the reading material. *Occasionally, the instructor may use in-class exercises as a substitute for your class participation.* Students are also encouraged to bring in examples that can help to articulate the case study.

Remember it is your responsibility to demonstrate your preparation and insight to your instructor. Analytical insight, ability to relate discussion questions, videos, cases and other activities, such as demonstration of preparedness, and verbal communication skills will be key performance criteria. While regularity of contribution to discussion will be important, quality of contribution rather than quantity will be even more important. **Attendance in class is an expectation. You will not receive class contribution marks for attendance. Class participation marks are ONLY for in-class contribution to discussion questions, videos, cases and other activities of the day.**

### CLASSROOM CONDUCT (General Zoom Classroom Etiquettes)

- Please use your full name when entering the Zoom lecture or you may be at risk of being rejected entry to the Zoom lecture. You may put your preferred name in brackets (e.g., [Preferred name] First name Last name).
- Please use a photo of yourself for the profile picture.
- Microphones will be automatically muted when you enter into the “classroom”, to avoid potential microphone feedback and noise. To help keep background noise to a minimum, make sure you mute your microphone after participating in a discussion when you are not speaking.
- Be mindful of background noise and distractions: Find a quiet place to “attend” class, to the greatest extent possible.
  - Avoid video setups where people may be walking behind you, people talking/making noise, etc.
  - Avoid activities that could create additional noise, such as shuffling papers, listening to music in the background, etc.
- Position your camera properly: Be sure your webcam is in a stable position and focused at eye level.
- Limit your distractions/avoid multitasking: You can make it easier to focus on the meeting by turning off notifications, closing or minimizing running apps, and putting your smartphone away.
- Use appropriate virtual backgrounds: If using a virtual background, it should be appropriate and professional and should NOT suggest or include content that is objectively offensive or demeaning.
- If you want to speak up during the lecture, you may use the “raise hand” function (found in the Participants tab on Zoom).

\* It is very easy to get distracted and feel disconnected when you take class online. Thus, I STRONGLY RECOMMEND that you turn on your webcam during the class so that you can increase your attention and have a chance to virtually meet your friend in class. Having your camera on will give us a sense of being together like we are in a real classroom. Please remember that this will also help increase your presence in class and facilitate your learning!

## GRADE REASSESSMENT POLICY

1. Requests for reassessment (other than final grade) should be made within 48 hours of the grade being released. For reassessment of final grade, follow University policy.
2. If the request for reassessment is due to grade miscalculation (e.g., addition error, ungraded answer), bring this to the instructor's attention. If the instructor confirms the error, the grade will be altered accordingly.
3. If the request is because the student believes a higher grade is deserved, then:
  - a. Return the original marked paper to the instructor, explain in writing exactly why a higher grade may be warranted, and address any feedback already provided by the instructor. A reassessment is warranted only if the student can point to specific content that was under-graded. The following are not legitimate reasons to request a reassessment:
    - i. Comparison with others in class ("Others wrote the same thing but got higher points").
    - ii. Comparison across sections ("Other sections were given different instructions/got higher grade"). It is only necessary that instructions and grading be uniform within a section.
    - iii. Entitlement ("I worked really hard..."): We cannot see or evaluate your input - only the output is graded.
    - iv. Future plans (grad school/scholarship/job requirements).
  - b. With any reassessment, the grade could go up, down, or stay the same. If the grade changes, even if it decreases, this revised grade will hold. The instructor will provide written feedback and return the original paper to the student.
- c. If the student continues to dispute the grade, the reassessment will be passed on to the Department Head. In every case, the student must provide the written explanation previously submitted noting all reasons for the request for continued reassessment.

**IMPORTANT:** Students are not allowed to share this syllabus on any website/social media or with any one not related to the course.