

COURSE SYLLABUS



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|---------------------|---|
| COURSE TITLE: | MARK 365 |
| CLASS SECTION: | 001 |
| TERM: | Fall 2024 |
| COURSE CREDITS: | 3 |
| DELIVERY METHOD(S): | Face-to-face on Thursdays from 6-8:50pm |

Camosun College respectfully acknowledges that our campuses are situated on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and WSÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.

Mandatory Attendance for First Class Meeting of Each Course

This section of MARK 365 requires mandatory attendance for the first class meeting of the course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies for Students" [Registration Policies for Students | Camosun College](#)

INSTRUCTOR DETAILS

| | |
|---------|---|
| NAME: | Jeremy Heryet |
| EMAIL: | heryetj@camosun.ca |
| OFFICE: | CBA 266 |
| HOURS: | By appointment. Please email me to arrange. |

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

Consumer behaviour concepts are related to the various dimensions of market segmentation and marketing strategy. The course deals with the individual, social, cultural, and psychological factors that influence consumer behaviour. Students will learn how marketers use consumer behaviour concepts to develop better marketing programs and strategies to influence consumers. Case illustrations will focus on segmentation strategies, product positioning and advertising appeals.

PREREQUISITE(S): C in MARK 220

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course a student will be able to:

- Describe the personal, social and situational factors affecting consumer purchase decisions.

- b) Evaluate important consumer behaviour concepts and illustrate their importance in the design and monitoring of marketing programs.
- c) Research and describe digital technologies impacting consumer behaviour.
- d) Develop appropriate consumer profiles to assist in marketing strategic and tactical decision making in a diverse context.
- e) Complete a project that demonstrates both your working knowledge and analytical skills in assessing the consumer decision-making process.
- f) Evaluate international and cultural consumer behaviour considerations as they relate to marketing decisions.
- g) Analyze the impact of consumer trends (such as the growth of sustainable consumerism) on marketing strategies including product and service design, delivery, marketing communications, and pricing for a variety of products and services.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Text: Szmigin I., Levit, T., & Piacentini, M. (2019). *Consumer Behaviour* (1st Cdn. Ed.). Don Mills, ON: Oxford University Press.

Text is available from the Camosun College Bookstore in hard copy (recommended) or in e-book format.

- a) Readings assigned by instructor – available on D2L and through the Camosun College Library

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

| WEEK or DATE RANGE | ACTIVITY or TOPIC | OTHER NOTES |
|--------------------|---|--|
| Week 1 (Sep. 5) | <ul style="list-style-type: none"> - Welcome, icebreaker, and course introduction - Go over Brief Bio & Picture upload - Go over CB Analysis Group Project - Go over Teachable Moments - Get into groups for both TM and CB Analysis | <ul style="list-style-type: none"> - Brief Bio & Picture due Sep. 8 @ 11:59pm in D2L |
| Week 2 (Sep. 12) | <ul style="list-style-type: none"> - Guest speaker from the library addressing critical evaluation of academic journal articles - Chapter 1 – Introduction to Consumer Behaviour and the History of Consumption - In-class activity | <ul style="list-style-type: none"> - Arrive having read Chapter 1 - Team Charter / Contract for Teachable Moments due Sep. 8 @ 11:59pm in D2L - Team Charter / Contract for CB Analysis Group Project due Sep. 8 @ 11:59pm in D2L |
| Week 3 (Sep. 19) | <ul style="list-style-type: none"> - Chapter 2 – Contemporary Perspectives on Consumer Behaviour - In-class activity - Chapter 1 Quiz in-class | <ul style="list-style-type: none"> - CB Analysis – list of group members and choice of consumers / products due Sep. 22 @ 11:59pm in D2L - Arrive having read Chapter 2 |

| WEEK or DATE RANGE | ACTIVITY or TOPIC | OTHER NOTES |
|--------------------|---|--|
| | <ul style="list-style-type: none"> - Time to work on Teachable Moments | |
| Week 4 (Sep. 26) | <ul style="list-style-type: none"> - Chapter 3 – The Perceptual Process - In-class activity - Chapter 2 Quiz in-class - Time to work on CB Analysis Part A - Teachable Moments Team 1 | <ul style="list-style-type: none"> - Arrive having read Chapter 3 - TM Team 1 upload paper, teaching notes, and slides to D2L by Sep. 23 at 11:59pm. |
| Week 5 (Oct. 3) | <ul style="list-style-type: none"> - Chapter 4 – Learning and Memory - In-class activity - Chapter 3 Quiz in-class - Time to work on CB Analysis Part A - Teachable Moments Team 2 | <ul style="list-style-type: none"> - Arrive having read Chapter 4 - TM Team 2 upload paper, teaching notes, and slides to D2L by Sep 30 at 11:59pm. |
| Week 6 (Oct. 10) | <ul style="list-style-type: none"> - Chapter 5 – Personality, Self, and Motivation - In-class activity - Chapter 4 Quiz in-class - Time to work on CB Analysis Part A - Teachable Moments Team 3 | <ul style="list-style-type: none"> - Arrive having read Chapter 5 - TM Team 3 upload paper, teaching notes, and slides to D2L by Oct 7 at 11:59pm. |
| Week 7 (Oct. 17) | <ul style="list-style-type: none"> - Chapter 6 – Attitude Theory and Behaviour Change - In-class activity - Chapter 5 Quiz in-class - Time to work on CB Analysis Part A - Teachable Moments Team 4 | <ul style="list-style-type: none"> - CB Analysis Part A due Oct. 20 @ 11:59pm in D2L - Arrive having read Chapter 6 - TM Team 4 upload paper, teaching notes, and slides to D2L by Oct 14 at 11:59pm. |
| Week 8 (Oct. 24) | <ul style="list-style-type: none"> - Chapter 7 – Decision-Making and Involvement - In-class activity - Chapter 6 Quiz in-class - Time to work on CB Analysis Part B - Teachable Moments Team 5 | <ul style="list-style-type: none"> - Arrive having read Chapter 7 - TM Team 5 upload paper, teaching notes, and slides to D2L by Oct 21 at 11:59pm. |
| Week 9 (Oct. 31) | <ul style="list-style-type: none"> - Chapter 8 – Social Networks and Processes - In-class activity - Chapter 7 Quiz in-class - Time to work on CB Analysis Part B - Teachable Moments Team 6 | <ul style="list-style-type: none"> - Arrive having read Chapter 8 - TM team 6 upload paper, teaching notes, and slides to D2L by Oct 28 at 11:59pm. |
| Week 10 (Nov. 7) | <ul style="list-style-type: none"> - Chapter 9 – Culture - In-class activity - Chapter 8 Quiz in-class - Time to work on CB Analysis Part B - Teachable Moments Team 7 | <ul style="list-style-type: none"> - Arrive having read Chapter 9 - TM team 7 upload paper, teaching notes, and slides to D2L by Nov 4 at 11:59pm. |
| Week 11 (Nov. 14) | <ul style="list-style-type: none"> - Chapter 10 – Patterns of Buyer Behaviour - Chapter 9 Quiz in-class - Time to work on CB Analysis Part B - In-class activity - Teachable Moments Team 8 | <ul style="list-style-type: none"> - Arrive having read Chapter 10 - TM Team 8 upload paper, teaching notes, and slides to D2L by Nov 11 at 11:59pm. |
| Week 12 (Nov. 21) | <ul style="list-style-type: none"> - Chapter 11 – Social Responsibility and Ethics: Dark and Bright Behaviours in the Marketplace - In-class activity - Chapter 10 Quiz in-class - Time to work on CB Analysis Part B - Teachable Moments Team 9 | <ul style="list-style-type: none"> - Arrive having read Chapter 11 - TM Team 9 upload paper, teaching notes, and slides to D2L by Nov 18 at 11:59pm. |

| WEEK or DATE RANGE | ACTIVITY or TOPIC | OTHER NOTES |
|-------------------------|--|---|
| Week 13 (Nov. 28) | <ul style="list-style-type: none"> - Chapter 12 – Innovation and Technological Trends - In-class activity - Chapter 11 Quiz in-class - Final exam preparation - Teachable Moments Team 10 | <ul style="list-style-type: none"> - CB Analysis Part B due Dec. 1 @ 11:59pm in D2L - Arrive having read Chapter 12 - TM Team 10 upload paper, teaching notes, and slides to D2L by Nov 25 at 11:59pm. |
| Week 14 (Dec. 5) | <ul style="list-style-type: none"> - Chapter 12 Quiz in-class - Final Exam preparation and questions | |
| Exam Period (Dec. 9-17) | Final exam covering all textbook chapters. Exam date TBD. Avoid booking travel during exam period. | |

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page. https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams)

EVALUATION OF LEARNING

| DESCRIPTION | WEIGHTING |
|--|-------------|
| Brief Bio & Photo | 5 |
| Teachable Moments – research & teaching assignment (groups of 3). You'll be assigned a group, a week, and a topic to teach. <ul style="list-style-type: none"> a. Teaching (15%) b. Research Paper (15%) | 30 |
| Consumer Behaviour Analysis Group Project (groups of 4) <ul style="list-style-type: none"> a. Part A (12.5%) b. Part B (12.5%) | 25 |
| Chapter Quizzes x 12 | 20 |
| Final Exam | 20 |
| TOTAL | 100% |

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf) policy for more information. <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

- The evening version of this course includes two hours and fifty minutes of face-to-face instruction. In addition to attendance, students are expected to access online materials available on the course D2L site and ensure that sufficient homework (such as preparation of journals and pre-class chapter questions) is completed to make up the additional 50 minutes of day-class coverage.

- Students are responsible for weekly textbook chapter readings, class handouts (where applicable), and material posted on D2L.
- All assignments on D2L are due by **11:59pm** on the due date, unless otherwise indicated.

SCHOOL OR DEPARTMENTAL INFORMATION

Assignment formatting. The School of Business uses **APA style** for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College (2018) Library Citation Guides retrieved from: <http://camosun.ca/libguides.com/apa7>.

- Where required by your instructor, submit all assignments into the D2L assignments by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark.
- All submitted work must be properly referenced to sources where required by your instructor.
- Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the college’s Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit camosun.ca/services.

| Support Service | Website |
|-------------------------------------|--|
| Academic Advising | camosun.ca/services/academic-supports/academic-advising |
| Accessible Learning | camosun.ca/services/academic-supports/accessible-learning |
| Counselling | camosun.ca/services/health-and-wellness/counselling-centre |
| Career Services | camosun.ca/services/co-operative-education-and-career-services |
| Financial Aid and Awards | camosun.ca/registration-records/financial-aid-awards |
| Help Centres (Math/English/Science) | camosun.ca/services/academic-supports/help-centres |
| Indigenous Student Support | camosun.ca/programs-courses/iecc/indigenous-student-services |

| Support Service | Website |
|-------------------------------|---|
| International Student Support | camosun.ca/international |
| Learning Skills | camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills |
| Library | camosun.ca/services/library |
| Office of Student Support | camosun.ca/services/office-student-support |
| Ombudsperson | camosun.ca/services/ombudsperson |
| Registration | camosun.ca/registration-records/registration |
| Technology Support | camosun.ca/services/its |
| Writing Centre | camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills |

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>
Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines: <https://camosun.ca/cal>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal (see [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education.

To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.