

# COURSE SYLLABUS



COURSE TITLE: MARK 365  
CLASS SECTION: 001  
TERM: Fall 2022  
COURSE CREDITS: 3  
DELIVERY METHOD(S): Face-to-face Thursday 6:00 to 8:50 pm

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

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*Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.*

## INSTRUCTOR DETAILS

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NAME: Susan A. Halsall  
EMAIL: [halsalls@camosun.bc.ca](mailto:halsalls@camosun.bc.ca)  
OFFICE: CBA 235  
HOURS: TBA – online or by appointment  
WEBSITE: <https://online.camosun.ca/d2l/home>

*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

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Consumer behaviour concepts are related to the various dimensions of market segmentation and marketing strategy. The course deals with the individual and psychological factors that influence consumer behaviour as well as the applicable social and cultural factors. Case illustrations will focus on segmentation strategies, product positioning and advertising appeals.

PREREQUISITE(S): C in MARK 220

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.

## COURSE LEARNING OUTCOMES / OBJECTIVES

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

- a) 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

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- a) Text: Szmigin I., Levit, T., & Piacentini, M. (2019). *Consumer Behaviour* (1<sup>st</sup> 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.

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

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

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

WEEK & DATE of CLASS	ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
<b>Week 1</b> <b>September 8</b>	Course introduction Chapter 1 – Introduction to Consumer Behaviour and the History of Consumption	<ul style="list-style-type: none"><li>• Brief Bio due September 11</li></ul>
<b>Week 2</b> <b>September 15</b>	Chapter 2 – Contemporary Perspectives on Consumer Behaviour	<ul style="list-style-type: none"><li>• Pre-Class Prep Ch 1 &amp; 2 due Sept. 14</li></ul>
<b>Week 3</b> <b>September 22</b>	Chapter 3 – The Perceptual Process	<ul style="list-style-type: none"><li>• Bring a magazine to this week's class</li><li>• Pre-Class Prep Ch 3 due Sept. 21</li><li>• <b>CB Applications – list of team members due in class</b></li></ul>
<b>Week 4</b> <b>September 29</b>	Chapter 4 – Learning and Memory <b>TMs – 2 Teams</b>	<ul style="list-style-type: none"><li>• Pre-Class Prep Ch 4 due Sept. 28</li></ul>
<b>Week 5</b> <b>October 6</b>	Chapter 5 – Personality, Self, and Motivation <b>TMs – 2 Teams</b>	<ul style="list-style-type: none"><li>• Bring a magazine to this week's class</li><li>• Pre-Class Prep Ch 5 due Oct. 5</li><li>• <b>CB Applications – Proposal due October 2</b></li></ul>

WEEK & DATE of CLASS	ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
<b>Week 6</b> <b>October 13</b>	Chapter 6 – Attitude Theory and Behaviour Change <b>TMs – 2 Teams</b>	<ul style="list-style-type: none"> <li>Pre-Class Prep Ch 6 due Oct. 12</li> </ul>
<b>Week 7</b> <b>October 20</b>	Chapter 7 – Decision-Making and Involvement <b>TMs – 2 Teams</b>	<ul style="list-style-type: none"> <li>Pre-Class Prep Ch 7 due Oct. 19</li> </ul>
<b>Week 8</b> <b>October 27</b>	Chapter 8 – Social Networks and Processes <b>TMs – 3 Teams</b>	<ul style="list-style-type: none"> <li>Pre-Class Prep Ch 8 due Oct. 26</li> </ul>
<b>Week 9</b> <b>November 3</b>	Chapter 9 – Culture <b>TMs – 3 Teams</b>	<ul style="list-style-type: none"> <li>Pre-Class Prep Ch 9 due Nov. 2</li> </ul>
<b>Week 10</b> <b>November 10</b>	Chapter 10 – Patterns of Buyer Behaviour <b>TMs – 2 Teams</b>	<ul style="list-style-type: none"> <li>Pre-Class Prep Ch 10 due Nov. 9</li> </ul>
<b>Week 11</b> <b>November 17</b>	Chapter 11 – Social Responsibility and Ethics: Dark and Bright Behaviours in the Marketplace Chapter 12 – Innovation and Technological Trends <b>TMs – 2 Teams</b>	<ul style="list-style-type: none"> <li>Pre-Class Prep Ch 11 due Nov. 16</li> </ul>
<b>Week 12</b> <b>November 24</b>	<b>Exam (Chapters 1 through 12 plus ancillary and TM materials)</b>	<ul style="list-style-type: none"> <li><b>CB Applications Presentation materials and brief due Nov. 27</b></li> </ul>
<b>Week 13</b> <b>December 1</b>	CB Applications Presentations	
<b>Week 14</b> <b>December 8</b>	CB Applications Presentations	
<b>Exam Period</b>		

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](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

## EVALUATION OF LEARNING

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DESCRIPTION	WEIGHTING
a) Pre-class chapter questions and preparation (10 out of 11 submissions)	10
b) In-class consumption activities, and follow-up written submissions. Note that attendance is required for full marks to be applied. (Best 10 out of the 11 activities)	25
c) Teachable Moments Presentation and Handout (Pairs)	20
d) Consumer Behaviour Applications (Team Project)	20
e) Final Exam	25
	<b>TOTAL</b>
	100%

If you have a concern about a grade you have received for an evaluation, please meet with me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.  
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

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- **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 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 **11pm** on the due date, unless otherwise indicated.
- **Teachable Moments.** In pairs, you will research and prepare a short presentation on a topic in the field of consumer behaviour. A list of topics and sample research will be provided on our D2L. The presentation will be presented during class time.
- **Pre-class questions and preparation.** MARK 365 is conducted with the Flipped Classroom approach. As such, students are expected to prepare the week's material **in advance** of class. Class time will be devoted to practicing and refining course concepts.

## SCHOOL OR DEPARTMENTAL INFORMATION

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**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

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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

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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 <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

**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.

### Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

### Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

### Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

### Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each 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 and Procedures" (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

### 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. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence and Misconduct

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 or misconduct 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 and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and [camosun.ca/sexual-violence](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-3703841

### 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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

**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.