

COURSE SYLLABUS



COURSE TITLE: MARK 365
CLASS SECTION: 001
TERM: WINTER 2022
COURSE CREDITS: 3
DELIVERY METHOD(S): Face-to-face T/R 10:30 to 12:20

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>.

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

NAME: Susan A. Halsall
EMAIL: 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

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

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

- a) 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.

- b) Readings assigned by instructor – available on D2L.

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.

Tuesday class is held in Centre for Health & Wellness, 340 Thursday class is held in Centre Business & Access, 213

WEEK & DATE of CLASS	ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
Week 1 January 11 & 13	Course introduction Chapter 1 – Introduction to Consumer Behaviour and the History of Consumption	Read Chapter 1 Brief Bio due January 16 Quiz #1 and #2 (Chapters 1 & 2) – open Jan. 14 @ 8am to Jan. 17 @ 11pm
Week 2 January 18 & 20	Chapter 2 – Contemporary Perspectives on Consumer Behaviour	Read Chapter 2 Quiz #3 (Chapter 3) – open Jan. 21 @ 8am to Jan. 24 @ 11pm
Week 3 January 25 & 27	Chapter 3 – The Perceptual Process	Read Chapter 3 Read assigned material in this week's section. Bring a magazine to this week's class

WEEK & DATE of CLASS	ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
		Quiz #4 (Chapter 4) – open Jan. 28 @ 8am to Jan. 31 @ 11pm
Week 4 February 1 & 3	Chapter 4 – Learning and Memory TMs – 2 Teams	Read Chapter 4 Quiz #5 (Ch 5) open Feb. 4 @ 8am to Feb. 7 @ 11pm
Week 5 February 8 & 10	Chapter 5 – Personality, Self, and Motivation TMs – 2 Teams	Read Chapter 5 Bring a magazine to this week's class Quiz #6 (Ch 6) open Feb. 11 @ 8am to Feb. 14 @ 11pm
Week 6 February 15 & 17	Chapter 6 – Attitude Theory and Behaviour Change TMs – 2 Teams	Read Chapter 6 Quiz #7 (Ch 7) open Feb. 18 @ 8am to Feb. 28 @ 11pm
Week 7 February 22 & 24	February 22 to 25 – Reading Break – No classes February 21 – Family Day – College is closed February 25 – Conversations Day – College is closed	
Week 8 March 1 & 3	Chapter 7 – Decision-Making and Involvement TMs – 2 Teams	Read Chapter 7 Quiz #8 (Ch 8) open Mar. 4 @ 8am to Mar. 7 @ 11pm
Week 9 March 8 & 10	Chapter 8 – Social Networks and Processes TMs – 2 Teams	Read Chapter 8 Quiz #9 (Ch 9) open Mar. 11 @ 8am to Mar. 14 @ 11pm
Week 10 March 15 & 17	Chapter 9 – Culture TMs – 2 Teams	Read Chapter 9 Quiz #10 (Ch 10) open Mar. 18 @ 8am to Mar. 21 @ 11pm
Week 11 March 22 & 24	Chapter 10 – Patterns of Buyer Behaviour Preparing a Case Study: General Guidelines TMs – 2 Teams	Read Chapter 10 Quiz #11 (Ch 11) open Mar. 25 @ 8am to Mar 28 @ 11pm
Week 12 March 29 & 31	Chapter 11 – Social Responsibility and Ethics: Dark and Bright Behaviours in the Marketplace TMs – 2 Teams	Read Chapter 11 Quiz #12 (Ch 12) open Apr. 1 @ 8am to Apr. 4 @ 11pm
Week 13 April 5 & 7	Chapter 12 – Innovation and Technological Trends TMs – 2 Teams	Read Chapter 12
Week 14 April 12 & 14	Wrap up Cognitive Biases	Read material provided in this week's section. Term Paper due April 13 at 11pm (hard copy in class on April 14)
Exam Period	No final exam	

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

DESCRIPTION	WEIGHTING
a) In-class consumption activities, preparatory and follow-up written submissions.	30
b) Teachable Moments Presentation and Handout (Pairs)	20
c) Term Paper: Consumer Segmentation and Persuasion	20
d) Quizzes (best 11 out of 12)	30
	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](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

- 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.
- **Activities / Assignments.** Each student will be given the 30% marks for the assignments and participation up front; starting the term with 30 of the total 100 course marks “in your pocket”! Marks will be deducted based on attendance, participation, and the quality of the completed work.
- **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.

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

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

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 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. To contact the Office of Student Support: 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.