

COURSE SYLLABUS



COURSE TITLE: MARK 365
CLASS SECTION: 001
TERM: WINTER 2024
COURSE CREDITS: 3
DELIVERY METHOD(S): Face-to-face Tuesday & Thursdays 2:30 to 4:20 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>.

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: Susan A. Halsall
EMAIL: halsalls@camosun.bc.ca
OFFICE: CBA 235
HOURS: Thursdays 4pm to 6pm and 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, 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:

- 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 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 of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
Week 1 (Jan. 9 & 11)	Course introduction Chapter 1 – Introduction to Consumer Behaviour and the History of Consumption	Brief Bio & Picture due January 14
Week 2 (Jan. 16 & 18)	Chapter 2 – Contemporary Perspectives on Consumer Behaviour	CB Applications – list of team members and product choice due in class January 16 CBA Journal 1 due January 21
Week 3 (Jan. 23 & 25)	Chapter 3 – The Perceptual Process	CBA Journal 2 due January 28
Week 4 (Jan. 30 & Feb. 1)	Chapter 4 – Learning and Memory TM teams 1 & 2	CBA Journal 3 due February 4
Week 5 (Feb. 6 & 8)	Chapter 4, cont'd TM teams 3 & 4	CBA Journal 4 due February 11

WEEK of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
Week 6 (Feb. 13 & 15)	Chapter 5 – Personality, Self, and Motivation TM teams 5 & 6	CBA Journal 5 due February 18
Week 7 (Feb. 20 & 22)	Family Day Feb. 19 (College closed) Reading Break Feb. 20 to 23 Conversations Day Feb. 23 (College closed)	
Week 8 (Feb. 27 & 29)	Chapter 5, cont'd Test #1: Chapters 1 to 5 plus ancillary materials – Feb. 29	CBA Journal 6 due March 3
Week 9 (Mar. 5 & 7)	Chapter 6 – Attitude Theory and Behaviour Change TM teams 7 & 8	CBA Journal 7 due March 10
Week 10 (Mar. 12 & 14)	Chapter 6, cont'd TM teams 9 & 10	CBA Journal 8 due March 17
Week 11 (Mar. 19 & 21)	Chapter 7 – Decision-Making and Involvement TM teams 11 & 12	CBA Journal 9 due March 24
Week 12 (Mar. 26 & 28)	Chapter 8 – Social Networks and Processes March 29 – Good Friday (College closed)	CBA Journal 10 due March 31
Week 13 (Apr. 2 & 4)	April 1 – Easter Monday (College closed) Chapter 9 – Culture Test #2: Chapters 6 to 9 and overall course content – April 4	CBA Brief and Presentation materials due April 7
Week 14 (Apr. 9 & 11)	CBA Presentations – mandatory attendance at both sessions	
Exam Period April 15 to 23	No Final Exam in this course.	

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
a) In-class group activities. Individually marked. Note that attendance is required for marks to be applied. Expect one for most classes, with lowest mark dropped.	15
b) Teachable Moments – research & teaching assignment (trios)	20
c) Consumer Behaviour Applications (Team Project) <ul style="list-style-type: none"> a. Application Journals (15%) b. Slide Deck and Presentation (10%) 	25
d) Exams (Test #1 – 20% and Test #2 – 20%)	40
	TOTAL
	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

- 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 **11pm** 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

Support Service	Website
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
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

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:

<https://camosun.ca/services/academic-supports/accessible-learning>

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 [policy](#)). Please visit <https://camosun.ca/services/forms#medical> 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: <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.