



Rotman Commerce
UNIVERSITY OF TORONTO

Course Outline

RSM353H1F-L0101

Consumer Behaviour

Fall 2023

Thursday / 1:00-3:00 pm

RSM353H1F-L0201

Consumer Behaviour

Fall 2023

Thursday / 3:00-5:00 pm

Instructor: Scott A. Hawkins
E-Mail: scott.hawkins@rotman.utoronto.ca
Quercus Portal: <https://q.utoronto.ca/>
Phone: 416-978-4196
Office Hours: Thursday 12:00-1:00 pm (in-person or online) or by appointment (online)

Course Scope and Mission

The design of effective marketing strategies requires an understanding of consumer needs and desires, company strengths and weaknesses, and competitive threats and opportunities. Successful managers can design and deliver unique consumer value in ways that efficiently utilize the company's resources. This course focuses on the analysis of consumer thoughts, feelings, and behaviours by providing a detailed account of the theory of consumer behaviour. We will examine the personal, psychological, social, and cultural aspects of the marketing environment, and explore the nature of these influences on the buying behaviour of individuals and groups. The conceptual material will draw on an information processing view of consumer behaviour. Research from marketing will be supplemented with material from social and cognitive psychology, sociology, and economics.

A complete understanding of consumer behaviour requires a combination of analytic skills in market research and discipline-based skills of consumer analysis. In order to facilitate the development of these skills, the course will include a balanced mix of lectures and discussions. The assigned readings from the required text provide a comprehensive treatment of many of the topics covered in the course. Lectures will be used to highlight, clarify, or expand on selected theories about consumers and suggest relevant implications and applications. Readings will convey current business practices and provide illustrations of the conceptual material.

Course Learning Outcomes

- To develop an understanding of the recent conceptual, empirical, and methodological developments in research on consumer behaviour.
- To develop an understanding of the role of cultural and social forces in shaping consumer behaviour.
- To develop an understanding of individual differences among consumers and how these differences can influence behaviour.
- To develop an understanding of the role of motivation, involvement, and emotion in determining consumer behaviour.
- To develop an understanding of the ways that consumers learn, perceive, and remember marketing information.
- To develop an understanding of the ways that marketers can use attitudes and persuasion to influence consumer behaviour.
- To develop an understanding of consumer decision making and the ways in which the product experience can influence consumer satisfaction.
- To develop a coherent framework for interpreting consumer reactions to marketing stimuli.
- To develop an understanding of how behavioural principles, findings, and methods can be applied to the analysis of marketing problems and the design of marketing strategies.
- To refine analytical and decision-making skills and the ability to express relevant facts, theories, insights, and conclusions orally and in writing.

Course Co-requisites

RSM350H1

If you drop RSM350H1 (the co-requisite) during the academic term, you must also drop this course. Contact Rotman Commerce Academic Services for academic advising if needed.

Required Readings

Please note that ***it is essential for you to obtain and read the Required Readings*** because they will be critical resources for learning the course material and completing the [Analysis and Application Papers](#). Daily reading assignments are listed in the [Class Schedule](#).

The required e-text for the course is *Consumer Behaviour: Buying, Having, and Being, Eighth Canadian Edition*, (Toronto, Ontario: Pearson) by Michael R. Solomon, Kelly J. Main, Katherine White, & Darren W. Dahl. This e-text may be rented for one year from [Pearson Canada](#).

Additional required readings are available at the Harvard Business School Publishing website (see [Electronic Course Materials](#) below), which will allow you to purchase and access the files electronically. The readings that you will need to purchase from the HBS website are marked in the [Class Schedule](#) with an **HBS** superscript (article citation^{HBS}).

All other required readings are available electronically through the [University of Toronto Libraries](#). You can view and/or print these articles online by clicking on the article titles, which are provided in the folders for the specific sessions on the portal (see [Electronic Course Materials](#) below).

Electronic Course Materials

The required electronic course material can be purchased by accessing the [Harvard Business School Publishing website](#). You should access this site *immediately* to purchase the Harvard readings for the course. Once you provide your contact information and pay the fees indicated, you will be able to view, download, and print that material from the Harvard website. These materials will cost a total of \$41.00. The use of these materials complies with all University of Toronto policies that govern fees for course materials.

Additional course resources including announcements, required readings from the U of T library, lecture slides, and links to relevant websites and videos are available on the [Quercus Portal](#). You must log in to this website using your UTORid and password before the first class and regularly during the course in order to access the required course material. Once you have logged in, you will see the Dashboard, which shows all courses in which you are presently enrolled. If you don't see this course listed but you are properly registered for the course in [ACORN](#), wait 48 hours. If the course still does not appear, please notify the instructor. You may also explore the [Student Quercus Guide](#).

It is expected that students in the classroom will use technology responsibly, with consideration for their fellow students and other members of the University community. Students are encouraged to use mobile devices for note taking, in-class activities, and course-related portal and web access. Mobile devices are not to be used for email, instant messaging, web browsing, or any other activity that is disruptive to other students, the instructor, or the classroom environment.

Grading

Grades are a measure of the performance of a student in individual courses. Students will be judged based on their demonstrated understanding of the course material. All assignments in this course must be completed individually. Each assignment for this course will be given a numerical score based on the University of Toronto's [University Assessment and Grading Practices Policy](#). The final grade for the course will be computed by multiplying the numeric mark on each assignment by the corresponding weight for that assignment.

Course Component	Due Date	Weight
Class Participation	Ongoing	20%
First Paper	October 5	22%
Second Paper	November 2	25%
Third Paper	November 30	30%
Research Requirement	December 1	<u>3%</u>
Total		100%

Class Participation

Thoughtful questions, rigorous analysis, strong oral presentation skills, and the ability to critically evaluate alternative perspectives are crucial skills for any successful manager. This course will focus on developing a coherent, rigorous, and practical understanding of the behaviour of consumers in a range of marketing contexts by encouraging active participation in the weekly class discussions.

Participation grades will be assigned based on each student's comments during each session. To benefit from the course material, you must read and analyze the assigned readings before each class session. Thorough preparation before each session will help you to consistently offer high-quality comments during the class discussions. It is important to understand that the class participation grade is intended not just to provide me with information about your preparation and understanding of the assigned material and your persuasive abilities, but to provide you with an incentive to get involved in discussions and share your unique perspective.

You are encouraged to regularly contribute relevant facts, questions, interpretations, examples, terminology, frameworks, professional experiences, and alternative points of view during the class discussions. You are strongly encouraged to draw on relevant concepts, theories, and analytic methods from your assigned readings and marketing courses.

Your participation will be assessed on a scale from 0 to 4 following each class session based on the following considerations:

- *Does the student arrive promptly for class and participate in discussions?*
- *Is the student prepared to discuss consumer concepts, theories, and analytical tools? Do comments demonstrate a mastery of assigned reading material?*
- *Does the student contribute relevant and recognized consumer behaviour examples? Is the student able to creatively apply consumer concepts, theories, and analytical tools to offer insights into real-world marketing examples?*
- *Do the questions and comments move the discussion forward and contribute to a learning environment? Do they promote further productive discussion?*
- *Is the student able to communicate effectively? Are comments presented in a clear, concise, and compelling manner?*
- *Does the student listen to other comments? Do the comments avoid repetition of previous contributions? Is the student able to build upon and evaluate other comments? Does the student learn from and show respect for other speakers and their points of view?*

You must notify me by email if you plan to use a name in class that is different from the name you have on file with the registrar (see [ACORN](#)).

You should use these classroom discussions as an opportunity to develop the oral communication and persuasion skills that are essential in most management careers. It is my responsibility to encourage and enforce a respectful environment in the classroom, and you should feel at ease when asking questions or

contributing ideas during the discussions. Likewise, you should respect the views expressed by your colleagues by offering your complete attention and constructive contributions.

You are expected to attend every class in the section in which you are enrolled. Frequent and/or unapproved absences or a consistent failure to participate in discussions could result in an FZ (failing grade) for class participation. While attendance is necessary to participate in class discussions, attendance on its own will not contribute to the participation grade. Students must make meaningful contributions to discussions to earn participation credit.

Analysis and Application Papers

During the semester, you will be required to submit **three** Analysis and Application Papers to demonstrate that you understand the material being covered in the course and that you are able to use those concepts, frameworks, and theories to analyze challenging marketing problems and design marketing strategies.

Each paper topic will be distributed on the [Quercus Portal](#) two to three weeks before the paper is due (see the [Class Schedule](#) below for the dates that the assignment instructions will be posted and for the due dates for those assignments).

Please observe the following administrative guidelines for the Analysis and Application Papers:

- There will be a different page limit for each of the Analysis and Application Papers (between 6 and 12 pages), and these limits will be noted in the instructions for each paper. The page limits will be strictly enforced, and you will be penalized 10% for submitting text beyond the stated page limit.
- You should use a 10-point font with 1-inch margins on all sides of the paper. Please double-space the text and number the pages.
- The text of the analysis should be in prose form, and bullet points and outlines should be used sparingly.
- Your papers should provide reference lists for any sources that you use in your analyses (APA style is preferred for references). The reference list can be placed at the end of the document and will not count toward the page limit for the assignment.
- All analysis and writing must be your own (see [Academic Integrity](#) below).
- Put your University of Toronto student ID number on the front page of all assignments. Do not put your name on the written assignments.

The Analysis and Application Papers are intended to help you develop your communication skills. How well you communicate your ideas in writing will be considered in the evaluation of the assignments. In your written assignments, you should aim for clarity, strong organization, concision, professionalism, and correct grammar.

Support is available through the RC Centre for Professional Skills (CPS) for students who would like help or feedback on their writing or speaking (e.g., participation). CPS offers both individual and group appointments with trained writing instructors and presentation coaches who are familiar with the RC

program and common types of business assignments. You can also access your college Writing Centres for help with written assignments.

You can book an appointment with a writing or presentation coach through the RC Centre for Professional Skills Writing Centre. For more information about writing centres, student supports, and study resources, see the [Writing and Presentation Coaching academic support page](#).

Research Requirement

Marketing and Organizational Behaviour researchers run experimental studies to test theories about human behaviour. The research requirement in this course is intended to supplement the material on marketing and organizational behaviour by giving you direct exposure to research in these fields. You may fulfill this requirement by:

1. Participation in three hours (credits) of research studies, *or*
2. Analysis of three articles that report research studies, *or*
3. A combination of research studies and article analyses

This research requirement is **not** an extra credit assignment. Credit-hours of participation translate into real point (percentage) values. Each credit-hour may be comprised of a single 1-credit study, two 0.5-credit studies, or an article analysis that you complete (see Student Research Participation Guide on the [Quercus Portal](#)). You will receive one point (1%) towards your course grade for each credit-hour you complete, up to a maximum of three points (3%) for this course.

Using Sona: Pre-registered Account and Course Registration. To participate in a research study, you will need to sign into our Rotman Behavioural Research Lab (BRL) research participation website (Sona): <https://rotman.sona-systems.com/>. Please add both the Sona Admin, rotman-admin@sona-systems.net, and Behavioural Research Lab, Behavioural.Lab@rotman.utoronto.ca, email addresses, to the contact list of the email account linked to your Sona account. This will ensure that registration and password reset links and important updates regarding your account and the study participation assignment are not mistakenly marked as spam.

Former Participants: If you have an existing BRL credit-pool account on Sona, you can use your previous credentials to log into Sona, and immediately, begin registering for courses as soon as they are posted.

New Users: If you do not have an existing BRL credit-pool account on Sona, your account has already been created for you by our Lab Manager. This account is linked to your “[Username]@mail.utoronto.ca” email address, and a link to complete the registration has been sent to that address.

Trouble Logging In: If you have overlooked your password registration link, or forgotten details of your log-in information, please use the “**Forgot Password**” feature on the Sona log-in page to have these credentials sent to the email linked to your Sona account (U of T email address for new users).

Please familiarize yourself with the Student Research Participation Guide, which is available on the [Quercus Portal](#). This guide, as well as the FAQ on Sona, covers all the pertinent steps and criteria for

registering for studies and completing your participation requirement through either study participation or article analyses. Feel free to email the [Behavioural Lab](#) if you have any questions.

Participation opportunities in research studies for the fall session are anticipated to begin the week of **September 20, 2023**, and the final participation deadline is **December 1, 2023**.

Late or Missed Assignments and Absences

The Analysis and Application Papers must be submitted before the beginning of the class during which each assignment is due (see [Class Schedule](#)).

Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may request special consideration **within 2 business days** of the missed midterm/test/assignment due date. In such cases, students must:

1. Notify the instructor and complete the Request for Special Consideration form: <https://uoft.me/RSMConsideration>
2. Provide documentation to support the request (e.g., Absence Declaration from [ACORN](#), medical note, etc.)

Please note: As of September 2023, students may use the Absence Declaration on ACORN ***one time per term*** to report an absence and request consideration. **Any subsequent absence will require a [Verification of Illness form](#) or other similar relevant documentation.**

If a request for special consideration is approved by the Rotman Commerce Program Office, a resolution will be determined by the instructor and may take the form of a later submission date, alternate deliverable, re-weighted course grade calculation, make-up assignment, or other solution deemed appropriate.

If a request for special consideration is not approved, the student will normally be penalized by 10% if the assignment is not received on the specified date, at the specified time. A further penalty of 5% will be applied to each subsequent day.

Statement on Equity, Human Rights, and Diversity

The University of Toronto is committed to equity, human rights, and respect for diversity. All members of the learning environment in this course should strive to create an atmosphere of mutual respect where all members of our community can express themselves, engage with each other, and respect one another's differences. U of T does not condone discrimination or harassment against any persons or communities.

Commitment to Accessibility

The University of Toronto is committed to accessibility and strives to provide support for, and facilitate the accommodation of, individuals with disabilities so that all may share the same level of access to opportunities and activities offered at the University.

If you require accommodations for a temporary or ongoing disability or health concern, or have any accessibility concerns about the course, the classroom or course materials, please email [Accessibility Services](#) or visit the [Accessibility Services website](#) for more information as soon as possible. Obtaining your accommodation letter may take up to several weeks, so get in touch with them as soon as possible. If you have general questions or concerns about the accessibility of this course, you are encouraged to reach out to your instructor, course coordinator, or Accessibility Services.

If you're interested in helping make this course more accessible, consider volunteering to be a note taker. Accessibility Services needs dependable volunteer note takers to assist students living with a disability to achieve academic success. All you need to do is attend classes regularly and submit your notes consistently. To learn more about becoming a volunteer, please visit the [Volunteer Note-taking website](#).

Ouriginal

Normally, students will be required to submit their course essays to the University's plagiarism detection tool for a review of textual similarity and detection of possible plagiarism. In doing so, students will allow their essays to be included as source documents in the tool's reference database, where they will be used solely for the purpose of detecting plagiarism. The terms that apply to the University's use of this tool are described on the [University's Plagiarism Detection Tool FAQ](#) page from Centre for Teaching Support & Innovation.

Your written assignments will automatically be checked by Ouriginal when you submit them to the appropriate assignment links on the [Quercus Portal](#).

Generative AI / ChatGPT

The use of generative artificial intelligence tools or apps for assignments in this course, including tools like ChatGPT and other AI writing assistants, is prohibited. The knowing use of generative artificial intelligence tools, including ChatGPT and other AI writing assistants, for the completion of, or to support the completion of, an assignment, or any other form of academic assessment, may be considered an academic offense in this course (see [Academic Integrity](#) below).

This policy is designed to promote your learning and intellectual development and to help you reach course learning outcomes. The ability to understand and apply the course material when facing new marketing challenges will contribute to your success.

Academic Integrity

Academic Integrity is a fundamental value essential to the pursuit of learning and scholarships at the University of Toronto. Participating honestly, respectfully, responsibly, and fairly in this academic community ensures that the University of Toronto degree that you earn will continue to be valued and respected as a true signifier of a student's individual work and academic achievement. As a result, the University treats cases of academic misconduct very seriously.

The University of Toronto's [Code of Behaviour on Academic Matters](#) outlines the behaviours that constitute academic misconduct, the process for addressing academic offences, and the penalties that may be imposed.

You are expected to be familiar with the contents of this document. Potential offences include, but are not limited to:

In papers and assignments:

- Using someone else's ideas or words without appropriate acknowledgement.
- Submitting your own work in more than one course without the permission of the instructor.
- Making up sources or facts.
- Obtaining or providing unauthorized assistance on any assignment (this includes collaborating with others on assignments that are supposed to be completed individually).

On tests and exams:

- Using or possessing any unauthorized aid, including a cell phone.
- Looking at someone else's answers
- Misrepresenting your identity.
- Submitting an altered test for re-grading.

Misrepresentation:

- Falsifying institutional documents or grades.
- Falsifying or altering any documentation required by the University, including (but not limited to) medical notes.

All suspected cases of academic dishonesty will be investigated by the following procedures outlined in the [Code of Behaviour on Academic Matters](#). If you have any questions about what is or is not permitted in the course, please do not hesitate to contact the course instructor. If you have any questions about appropriate research and citation methods, you are expected to seek out additional information from the instructor or other U of T or RC resources such as the RC Centre for Professional Skills, the College Writing Centres or the Academic Success Centre.

Email

At times, the course instructor may decide to communicate important course information by email. As such, all University of Toronto students are required to have a valid UTmail+ email address. You are responsible for ensuring that your UTmail+ email address is set up and properly entered on [ACORN](#). For more information, please visit the [Information Commons Help Desk](#).

Forwarding your @utoronto.ca email to Gmail or other type of email account *is not advisable*. In some cases, messages from @utoronto.ca addresses sent to Gmail accounts are filtered as junk mail, which means that important messages from the course instructor may end up in your spam or junk mail folder.

Recording Lectures

Lectures and course materials prepared by the instructor are considered by the University to be an instructor's intellectual property covered by the Canadian Copyright Act. **Students wishing to record a lecture or other course material in any way are required to request the instructor's explicit permission and may not do so unless permission is granted in writing.** This includes tape recording,

filming, photographing PowerPoint slides, portal materials, etc. Students who have been previously granted permission to record lectures as an accommodation for a disability are, of course, excepted.

If permission is granted by the instructor (or via Accessibility Services), it is intended for the individual student's own study purposes and does not include permission to "publish" them in any way. **It is forbidden for a student to publish an instructor's slides or notes to a website or sell them in any other form without written permission from the instructor.**

Each session of this course, including your participation, will be recorded on video and will be available to students in the course for viewing after each session. Course videos and materials belong to your instructor, the University, and/or other source depending on the specific facts of each situation and are protected by copyright. In this course, you are permitted to view session videos and download other course material for your own academic use, but you should not copy, share, or use them for any other purpose without written permission from the instructor. You may not record any class sessions with your own device(s) unless permission is explicitly granted by the instructor or Accessibility Services. This prohibition includes taking pictures of slides or whiteboards or video/audio recording any discussions.

Regardless of the stated policies on recording above, your instructor may at any time decide to suspend recording the class sessions for any reason, including privacy concerns, intellectual property issues, lack of attendance, or pedagogical preference. For questions about recording and use of videos in which you appear, please contact your instructor.

Useful Links

- [Become a Volunteer Note Taker](#)
- [Accessibility Services Note Taking Support](#)
- [Credit / No-Credit in RSM courses](#)
- [Rotman Commerce Academic Support](#)

Printed URL links

- Book an appointment with a writing or presentation coach: <http://uoft.me/writingcentres>
- Writing and Presentation Coaching academic support page: <https://rotmancommerce.utoronto.ca/current-students/academic-support/writing-and-presentation-coaching/>
- Centre for Professional Skills Teamwork Resources page: <https://rotmancommerce.utoronto.ca/teamwork-resources>
- Book an appointment with a Teamwork Mentor: <http://uoft.me/writingcentres>
- Request for Special Consideration Form: <https://rotmancommerce.utoronto.ca/current-students/forms-requests-and-appeals/forms/>
- ACORN: <http://www.acorn.utoronto.ca/>
- Email Accessibility Services: accessibility.services@utoronto.ca
- Accessibility Services website: <http://studentlife.utoronto.ca/as>
- University's Plagiarism Detection Tool FAQ: <https://uoft.me/pdt-faq>
- The University of Toronto's Code of Behaviour on Academic Matters: <http://www.governingcouncil.utoronto.ca/policies/behaveac.htm>

- University of Toronto's University Assessment and Grading Practices Policy: <https://governingcouncil.utoronto.ca/secretariat/policies/grading-practices-policy-university-assessment-and-january-1-2020>
- Information Commons Help Desk: <http://help.ic.utoronto.ca/category/3/utmail.html>
- Become a volunteer note taker: <https://studentlife.utoronto.ca/program/volunteer-note-taking/>
- Accessibility Services Note Taking Support: <https://studentlife.utoronto.ca/service/note-taking-support/>
- Credit / No-Credit in RSM courses: <https://rotmancommerce.utoronto.ca/current-students/degree-requirements/credit-no-credit-option/>
- Rotman Commerce Academic Support: <https://rotmancommerce.utoronto.ca/current-students/academic-support/>

Class Schedule

You are expected to read the assigned material *before* each class session begins.

<i>Session</i>	<i>Date</i>	<i>Topic and Assignment</i>
1	September 7	<p>Introduction to Consumer Behaviour Solomon, Ch. 1 Martin, “The Age of Customer Capitalism,” <i>Harvard Business Review</i>, Jan-Feb 2010, Reprint R1001B^{HBS} Gladwell, “The Science of Shopping,” <i>The New Yorker</i>, 4 Nov 1996^{Portal}</p>
2	September 14	<p>Cultural Influences on Consumer Behaviour Solomon, Ch. 14, 15 Hofstede, “Geert Hofstede Introduces Dimensions of Societal Culture,” <i>online video (Youtube)</i> Hofstede Insights, “Country Comparison Tool,” <i>interactive website</i> De Mooij, “Tailoring Your Strategy to Fit the Culture,” <i>IESE Insight</i>, 2010, Issue 5, Second Quarter, pp. 23-30, Reprint IIR026^{HBS} First paper instructions available after class</p>
3	September 21	<p>Social Influences on Consumer Behaviour Solomon, Ch. 11 Knox et al., “Harnessing the Power of Advocacy Marketing” <i>Boston Consulting Group</i>^{Portal} Frontline PBS, “How the Hunger Games Uses You to Advertise,” <i>online video (YouTube)</i> Hoffman & Fodor, “Can You Measure the ROI of Your Social Media Marketing?” <i>MIT Sloan Management Review</i>, Fall 2010, Vol. 52, No. 1, pp. 41-49, Reprint SMR363^{Portal} Heath & Heath, “What Sticks?” <i>Made to Stick</i>^{Portal} Productivity Game, “Made to Stick by Chip Heath and Dan Heath,” <i>online video (Youtube)</i></p>
4	September 28	<p>Consumer Demographics and Psychographics Solomon, Ch. 13, 6</p>

^{HBS} Reading material with this notation can be found in the required course package available from Harvard Business School (see [Electronic Course Materials](#)).

^{Portal} Reading material with this notation can be found by clicking the link on the syllabus or on the Portal.

CB Insights, "[What Is Psychographics? Understanding The Tech That Threatens Elections](#)," *Research Briefs*, published online 6 May 2020^{Portal}

- 5 **October 5** **Consumer Motivation, Involvement, and Emotion**
 Solomon, Ch. 4
 Hawkins, "[Mini-Lecture: Maslow's Hierarchy of Needs](#)," *online video*
 Hawkins, "[Mini-Lecture: McGuire's Model of Needs](#)," *online video*
 Almquist et al., "The Elements of Value: Measuring—and Delivering—What Consumers Really Want," *Harvard Business Review*, Sep 2016, Reprint R1609C^{HBS}
 Bain & Co., "[The Elements of Value](#)," *interactive website (Bain & Co.)*
First paper must be submitted before the beginning of class
- 6 **October 12** **Consumer Learning**
 Solomon, Ch. 3 (pp. 65-77)
 Hawkins, "[Mini-Lecture Video: Conditioning Theories of Learning](#)," *online video*
 Gamify, "[Top 7 Gamification in Marketing Examples](#)," *online video (Youtube)*
- 7 **October 19** **Consumer Perception**
 Solomon, Ch. 2
 Simons, "[The Monkey Business Illusion](#)," *online video (Youtube)*
 Mindshift Digital Marketing, "[How to Utilize Sensory Marketing](#)," *online video (Youtube)*
 Krishna, "Note on Sensory Marketing: Shaping Consumer Perception and Behavior," *WDI Publishing at the University of Michigan*, Reprint W01C76-PDF-ENG^{HBS}
 Hague, "Bottled Influence," *Globe & Mail*, 11 Sep 2014^{Portal}
 Singer, "Your Online Attention, Bought in an Instant," *New York Times*, 17 Nov 2012^{Portal}
Second paper instructions available after class
- 8 **October 26** **Consumer Knowledge and Memory**
 Solomon, Ch. 3 (pp. 77-91)
 Hawkins, "[Mini-Lecture: Multiple Store Theory of Memory](#)," *online video*
 Zaltman, "Co-Creation: Harvesting the Unconscious to Create Value for Business and Society," *Rotman Magazine*, Winter 2011, pp. 41-45, Reprint ROT130^{HBS}
 Brown, "[Subliminal Advertising \[?\]](#)," *online video (YouTube)*

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- 9 November 2 **Consumer Attitudes**
Solomon, Ch. 7
Second paper must be submitted before the beginning of class
Third paper instructions available after class
- November 6-10 Fall Reading Week (no classes)
- 10 November 16 **Consumer Persuasion**
Solomon, Ch. 8
Cialdini, "Harnessing the Science of Persuasion," *Harvard Business Review*, Oct 2001, Reprint R0109D^{HBS}
Cialdini & Martin, "[Science of Persuasion](#)," *online video (YouTube)*
Birkett, "[Cialdini's 7th Persuasion Principle: Using Unity in Online Marketing](#)," *CXL*, published 7 Sep 2016^{Portal}
- 11 November 23 **Consumer Decision Making**
Solomon, Ch. 9
Ly, Mazar, Zhao, & Soman, "A Practitioner's Guide to Nudging," *Rotman Management*, Winter 2014, pp. 29-33, Reprint ROT219^{HBS}
- 12 November 30 **Consumer Shopping Experiences**
Solomon, Ch. 10
Third paper must be submitted before the beginning of class

Please note that the last day you can drop this course without academic penalty is November 6, 2023.