



Course Outline

RSM353H1F-L0101
Consumer Behaviour
Fall 2019
Th 2:00–4:00 pm
RT 142

Instructor: Scott Hawkins, RT 573
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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 have the ability to 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 how marketers can use attitudes and persuasion to influence consumer behaviour.
- To develop an understanding of how consumers make decisions 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 (Formerly RSM 251H1)

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

Required Readings

The required text for the course is *Consumer Behaviour: Buying, Having, and Being, Seventh Canadian Edition*, (Toronto, Ontario: Pearson) by Michael R. Solomon, Katherine White, & Darren W. Dahl. This textbook may be purchased at the University of Toronto Bookstore or rented online for 180 days (see *Online Resources* below). Please note that ***it is essential for you to obtain this required textbook in some format*** because it will be a critical resource for learning the course material.

Additional required readings are available at the Harvard Business School Publishing website (see *Online Resources* below), which will allow you to purchase and access the files electronically. 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 weeks on the portal (see [Online Resources](#)). Daily reading assignments are listed in the [Class Schedule](#). The readings that you will need to purchase from the HBS website are marked with an ***HBS*** superscript (article title^{HBS}).

Online Resources

The textbook for this course may be rented online from [VitalSource](#) for 180 days . This source will allow you to download and view the entire textbook during that time.

All Harvard course material can be purchased by accessing the [Harvard Business School Publishing website](#). You should access this site *as soon as possible* in order to log in and purchase all of the Harvard material 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 electronic materials from Harvard will cost a total of \$40.00. The use of these materials complies with all University of Toronto policies which govern fees for course materials.

Additional course resources including announcements, required readings, handouts, and links to relevant websites and videos are available on the [Quercus Portal](#). You must log in to this website using your UTOR id and password before the first class and regularly during the course in order to access required reading material. Once you have logged in, you will be at the Quercus Dashboard. On this page you will see all of the courses you are presently enrolled in. If you don't see this course listed there but you are properly registered for the course in ROSI, wait 48 hours. If the course still does not appear, go to the Information Commons Help Desk in Robarts Library, 1st floor, for help, or 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 laptops for note taking, in-class activities, and course-related portal and web access. Laptops 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

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	15%
Short Paper	October 3	12%
Midterm Examination	October 17	35%
Research Requirement	December 5	3%
Final Examination	<i>TBA by FAS</i>	<u>35%</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.

Participation grades will be assigned based on each student's comments during each session. In order 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. You are encouraged to regularly contribute relevant facts, questions, interpretations, examples, terminology, frameworks, and alternative points of view 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.

Keep in mind that the participation grade is not primarily a function of the quantity of participation, but of the quality of participation.

The following questions will be considered in grading participation:

- Does the student arrive promptly for class and participate in discussions? Do the questions and comments move the discussion forward and contribute to a learning environment?
- Is the student prepared to report facts, analyses, and conclusions? Do comments interpret and integrate case facts using marketing theories, concepts, and analytical tools.
- Does the student take a defensible position on the recommended course of action? Are the arguments and answers to questions persuasive?
- Is the student able to communicate effectively? Are comments presented in a concise, compelling, and convincing manner?
- Does the student listen to other comments? 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?

Your discussion performance will be assessed on a scale from 0 to 4 following each class session based on the considerations above. In order to insure that you receive credit for your participation you must bring a name card to every class session. Failure to bring a name card may preclude any participation credit for that day.

You must notify me by email if you plan to use a name in class that is different from the name submitted to the registrar.

Students are expected to attend every class. Frequent and/or unapproved absences could result in an FZ (failing grade) for class participation. In the event of widespread student or instructor absence due to illness, it is at the discretion of the instructor to modify the class participation grade assessment to ensure that students are not penalized for absences that are a direct result of an emergency situation.

Short Paper

You are required to submit a short paper that examines the role of culture in persuasive marketing communications. In order to complete this paper you should identify two or more distinct cultural or sub-

cultural groups of consumers, and analyze at least one marketing communication (print, video, billboard, internet, mobile, etc.) that is directed to each of these specific cultural audiences. You can choose to compare communications targeting consumers in different countries, different regions of a country, different time periods, different age groups, different ethnicities, etc. Your analysis should discuss the cultural significance of specific elements of the communication in persuading the target audience. How is the culture of the target consumer either reflected in and/or influenced by the ads? In addition, you should attempt to identify important similarities and differences among the ads selected for analysis.

You are encouraged to compare and contrast marketing communications for the same brand. If you choose to use communications from different brands, you should insure that the brands are comparable and pursue similar marketing strategies (the similarities and differences across ads should reflect primarily cultural or sub-cultural differences). You should carefully choose ads that will offer an opportunity to explore the role of culture in persuasive communications. For example, you might compare and contrast how the same brand is advertised in different countries, how the advertising of a brand in a specific culture has evolved over time, or how the advertising of a brand distinctly targets different age sub-cultures.

Successful marketing campaigns are able to tap into and reflect dominant cultural values, language, beliefs, and norms. That is, culture has a strong impact on the success or failure of individual products. In addition, a successful marketing campaign can actually influence and change the culture by propagating beliefs, values, and symbols from one cultural group to another. Some marketing campaigns tap into cultural mythology in order to convey their messages. You should discuss the specific elements of the selected ads that reflect or influence values, beliefs, language, and norms. You should also identify the target audience for the ads and whether you believe the ads successfully appeal to those consumers (i.e., Do the ads successfully encourage purchase of or loyalty to the product? How do they work? What are the risks and benefits of using the ads?). You are strongly encouraged to apply concepts, theories, and terminology from the lectures and assigned readings.

The paper should be no more than 4 double-spaced pages of text, and you must include a copy of your selected ads as an appendix in your paper. If you choose to analyze video ads, you must make the ads available with your paper (either on a CD or by providing valid URLs). If you choose to analyze ads with foreign language content, you must provide an English translation. Please do not use any of the ads reproduced in your textbook in the chapters on “Cultural Influences on Consumer Behaviour” or “The Creation and Diffusion of Culture.”

Please note that clear, concise, and correct writing will be considered in the evaluation of this short paper. That is, you may lose points for writing that impedes communication: poor organization, weak paragraph development, excessive wordiness, hard-to-follow sentence structure, spelling mistakes and grammatical errors. Students who require additional support and/or tutoring with respect to their writing skills are encouraged to visit the [Academic Success Centre](#) or one of the [College Writing Centres](#). These centres are teaching facilities – not editing services, where trained staff can assist students in developing their academic writing skills. There is no charge for the instruction and support. The website [Writing at the University of Toronto](#) includes many specific files on academic writing that may be helpful.

Turnitin.com. Normally students will be required to submit their course essays to Turnitin.com 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 Turnitin.com reference database, where they will be used solely for the purpose of detecting plagiarism. The terms that apply to the university’s use of the Turnitin.com service are described on the Turnitin.com website.

You will be required to submit the Short Paper before class on October 3, 2019. An electronic copy should be submitted the Quercus Portal (a link is available in the Modules section for the week the assignment is due).

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

Note, this is not an extra credit assignment, credit-hours of participation translate into real point (percentage) values, as determined by the professor whose course you are enrolled in (check your syllabus). You will receive one credit-hour towards your course grade for each one-hour of research study participation you complete: each credit-point may be comprised of a single 1-point study, two 0.5 credit studies, or an article analysis that you complete, up to a maximum of three points 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: those with existing BRL credit-pool accounts on Sona can use their previous credentials to log into Sona, and immediately, begin registering for courses as soon as they are posted. **New Users:** those of you new to our credit pool, have had your course(s) added to an account that has been created for you. This account is linked to your “[[Username](mailto:[Username]@mail.utoronto.ca)]@mail.utoronto.ca” email address, and a link to complete 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 (UofT address for new users).

Please familiarize yourself with the [Student Research-Participation Guide](#), made available to you by your professor: this guide, as well as the FAQ on Sona, cover 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 Behavioural.Lab@rotman.utoronto.ca if you have any question.

Participation opportunities in research studies for the fall session are anticipated to begin the week of **September 9, 2019**, and the final participation deadline is **December 5, 2019**.

Examinations

There will be two closed-book exams during the course: a midterm and a final examination. These examinations will cover material from the lectures, textbook, and articles, and you will be expected to know concepts, terminology, frameworks, and theories. All questions on the exams will involve short essay responses to questions covering theory from or application of course material. The midterm exam will take one hour and fifty minutes and will be administered during the class session indicated in the Class Schedule. The final exam will take two hours. The location, date, and time of the final examination will be provided by the Registrar's Office later in the semester.

The exams will consist of a series of short-answer essay questions covering material from the lectures, textbook, and readings. **You are responsible for all required reading material and all material covered during class sessions.** The midterm exam will cover material from the first half of the course while the final exam will cover material only from the second half of the course (i.e., the final exam is not comprehensive). If you are unable to attend a class session, you should obtain the relevant lecture material and handouts from the online course syllabus and consult a classmate for details on the discussion. Please feel free to contact me if you have any specific questions about material covered in your absence.

You will be required to complete the Midterm Examination in class on October 17, 2019. The date for the Final Examination will be provided by the Faculty of Arts & Sciences at a later date.

Missed Tests and Assignments (including midterm examinations)

Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may submit a request for special consideration. The Request for Special Consideration Form and supporting documentation must be submitted in a timely manner in order for the request to be reviewed.

In such cases, students must notify the Rotman Commerce Program Office on the date of the course deliverable such as a missed test, or assignment missed class (in the case of participation marks), or due date. They must then complete a [Request for Special Consideration Form](#) and submit it along with supporting documentation (e.g. [Verification of Student Illness or Injury form](#)) to the Rotman Commerce Office within **2 business days** of the originally scheduled course deliverable. Students who do not provide appropriate or sufficient supporting documentation will be given a grade of 0 (zero) for the missed course deliverable.

Documentation submitted in support of petitions for missing tests and assignments must be original; no faxed or scanned copies will be accepted.

Note that the physician's report must establish that the patient was examined and diagnosed at the time of illness, not after the fact. Rotman Commerce will not accept a statement that merely confirms a later report of illness made by the student to a physician.

If an accommodation request is approved by the Rotman Commerce Program Office, a resolution will be determined by the instructor and may take the form of an alternate deliverable, re-weighted course grade calculation, make-up exam, or another solution deemed appropriate by the instructor. If an accommodation request is not approved, the student will be given a grade of 0 (zero) for the missed exam or course work.

Late Assignments

All assignments are due at the beginning of class on the date specified in the course outline. Late submissions 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.

Students who, for reasons beyond their control, are unable to submit an assignment by its deadline must obtain approval from the instructor for an extension. Supporting documentation will be required as per the policy on missed tests and assignments.

Accessibility Needs

The University of Toronto is committed to accessibility. If you require accommodations for a disability, or have any accessibility concerns about the course, the classroom or course materials, please contact Accessibility Services as soon as possible: disability.services@utoronto.ca or <http://www.accessibility.utoronto.ca/>.

Requests for Re-Grading

Requests to have assignments remarked will be considered if all the following conditions are met:

1. the assignment is submitted to the instructor no later than two weeks after the marked assignment has been returned to the student;
2. the student submits with his/her request a written explanation as to why and where he/she believes he/she is entitled to more marks; and
3. the instructor has no reason to believe the student has made any changes subsequent to the assignment being returned.

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 UofT 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 test 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 question 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 UofT resources such as 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 UofT 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 the ROSI system. For more information please visit <http://help.ic.utoronto.ca/category/3/utmail.html>

Forwarding your utoronto.ca email to a Hotmail, Gmail, Yahoo or other type of email account *is not advisable*. In some cases, messages from utoronto.ca addresses sent to Hotmail, Gmail or Yahoo accounts are filtered as junk mail, which means that important messages from your 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 ask the instructor's explicit permission, and may not do so unless permission is granted in writing** (note: students who have been previously granted permission to record lectures as an accommodation for a disability are, of course, excepted). This includes tape recording, filming, photographing PowerPoint slides, portal materials, etc.

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 anyway. **It is absolutely 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.**

Class Schedule

<i>Session</i>	<i>Date</i>	<i>Topic and Assignment</i>
1	September 5	<p>Introduction to Consumer Behaviour Solomon, Ch. 1 Martin, “The Age of Customer Capitalism,” <i>Harvard Business Review</i>^{HBS} Gladwell, “The Science of Shopping,” <i>The New Yorker</i></p>
2	September 12	<p>Cultural Influences on Consumer Behaviour Solomon, Ch. 14, 15 De Mooij, “Tailoring Your Strategy to Fit the Culture,” <i>IESE Insight</i>^{HBS} PBS, “Merchants of Cool,” <i>online video (PBS)</i></p>
3	September 19	<p>Social Influences on Consumer Behaviour Solomon, Ch. 11 Knox et al., “Harnessing the Power of Advocacy Marketing” <i>Boston Consulting Group</i> Hoffman & Fodor, “Can You Measure the ROI of Your Social Media Marketing?” <i>MIT Sloan Management Review</i> Heath & Heath, “What Sticks?” <i>Made to Stick</i> Frontline PBS, “How The Hunger Games" Uses You to Advertise,” <i>online video (YouTube)</i></p>
4	September 26	<p>Who is the Average Consumer? Demographics and Psychographics Solomon, Ch. 13, 6 Howe & Strauss, “The Next 20 Years: How Customer and Workforce Attitudes Will Evolve,” <i>Harvard Business Review</i>^{HBS} CB Insights, “What Is Psychographics? Understanding The ‘Dark Arts’ Of Marketing That Brought Down Cambridge Analytica,” <i>Research Reports</i>, published online June 7, 2018</p>
5	October 3	<p>Motivation, Involvement, and Emotion Solomon, Ch. 4</p>

^{HBS} Reading material with this notation can be found in the required course package available from Harvard Business School (see Online Resources).

Bain & Company, [The Elements of Value](#), *interactive website*
 Magids et al., “The New Science of Customer Emotions,”
Harvard Business Review^{HBS}
Short paper must be submitted before the beginning of class

6	October 10	Consumer Learning Solomon, Ch. 3 (pp. 61-71)
7	October 17	Midterm Examination
8	October 24	Perception Solomon, Ch. 2 Singer, “ Your Online Attention, Bought in an Instant ,” <i>New York Times</i>
9	October 31	Product Knowledge and Memory Solomon, Ch. 3 (pp. 71-85) Zaltman, “Co-Creation: Harvesting the Unconscious to Create Value for Business and Society,” <i>Rotman Magazine</i> ^{HBS} Brown, “ Subliminal Advertising [?] ,” <i>online video (YouTube)</i>
	November 7	Fall Reading Week (no classes)
10	November 14	Consumer Attitudes Solomon, Ch. 7
11	November 21	Consumer Persuasion Solomon, Ch. 8 Cialdini, “Harnessing the Science of Persuasion,” <i>Harvard Business Review</i> ^{HBS} Cialdini & Martin, “ Science of Persuasion ,” <i>online video (YouTube)</i>
12	November 28	Decision Making and Product Experience Solomon, Ch. 9, 10 Goldstein, Johnson, Herrmann, & Heitmann, “Nudge Your Customers Toward Better Choices,” <i>Harvard Business Review</i> ^{HBS}
13	TBA	Final Examination