

Course Outline

Consumer Behaviour – RSM353H L0201 Fall 2020

This course section will be delivered synchronously using BBCollaborate in the Quercus portal.

Classes meets Thursday 4-6 EST.

The online classroom is always open, and lectures will begin at 4:05 and generally conclude at 6:00.

All lectures will be taped and available for future viewing.

Instructor: Professor Douglas Snetsinger
E-Mail: douglas.snetsinger@rotman.utoronto.ca
Course Webpage: <https://q.utoronto.ca/>
Cell: 289-259-3436
Office Hours: Monday 8-10, 12-1, and 7-8 by text, phone, Teams or BBCollaborate
(appointment required and email correspondence is always welcome)
Teaching Assistant: xxxx

Course Scope and Mission

This course is a discussion of consumer neurological, sociological and psychological dynamics that inform marketing decision making.

The course will be a seminar style discussion of the topics assigned for the week. The course will make some use of outside speaker to facilitate our discussions and give the most current perspectives on consumer insights and consumer-driven marketing practices.

The course will also provide opportunity for personal reflection on the relevance of the course concepts to your own values, influences, purchases and shopping behaviour.

Course Prerequisites or Co-requisites

Marketing Management (RSM350) (Formerly RSM 251H1)

Statement on Equity, Diversity and Inclusion

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.

Required Technology

For Fall 2020, this course will be conducted entirely online. To participate fully and to complete the course successfully, you must ensure you have a computer with a working webcam, microphone and reliable access to an internet connection. For further details, please visit this link: [Recommended Technology Requirements for Remote/Online Learning](#)

Required Readings and Electronic Course Materials

There will be a combination of purchased and public domain readings that are listed in the weekly Quercus modules. The course package can be purchased at <https://hbsp.harvard.edu/import/752376>. The course pack costs \$42.50 USD.

Required Readings in Electronic Package

<https://hbsp.harvard.edu/import/752376>

1. Cumulative Advantage (article)
2. The New Science of Customer Emotions (article)
3. Undressing the Mind of the Consumer: Deep Metaphors (article)
4. Harnessing the Science of Persuasion (article)
5. Neuromarketing: What You Need to Know (article)
6. Can Biometrics Predict a Viral Campaign? (article)
7. Understanding the Brand Equity of Nestle Crunch Bar (case)
8. Predicting Consumer Tastes with Big Data at Gap (case)
9. The Elusive Green Consumer (article)
10. Uber: Changing the Way the World Moves (case)

Weekly Schedule

Week		Topic and Assigned Material
1	Sept 10	<p style="text-align: center;">Introduction</p> <ul style="list-style-type: none"> • VIDEO: Gladwell on Choice, Happiness and Spaghetti Sauce https://www.youtube.com/watch?v=XgRlrBI-7Yg • Syllabus • Quercus readings - on Trends
2	Sept 17	<p style="text-align: center;">Trends and Consumer Insight</p> <ul style="list-style-type: none"> • Understanding the Brand Equity of Nestle Crunch Bar (HBP) • Undressing the Mind of the Consumer (HBP) • Assignment 1 due
3	Sept 24	<p style="text-align: center;">Cognitive Processes, Memory and Autonomic Functioning</p> <ul style="list-style-type: none"> • Quercus readings – on Cognitive Load (BCG), Biases (Google), • Video: Kahneman on Memory - https://www.youtube.com/watch?v=XgRlrBI-7Yg • Assignment 2 due
4	Oct 1	<p style="text-align: center;">Fluency, Habit, Loyalty and Persuasion</p> <ul style="list-style-type: none"> • Loyalty is Overrated (HBP) • Harnessing the Science of Persuasion (HBP) • Quercus readings - on Nudge and Behavioural Change • Assignment 3 due
5	Oct 8	<p style="text-align: center;">Emotion</p> <ul style="list-style-type: none"> • The New Science of Emotions (HBP) • Quercus readings – Effects and Measurement • Video: Barrett on Emotions - https://www.youtube.com/watch?v=0gks6ceq4eQ&t=721s • Assignment 4 due

Weekly Schedule (cont.)

6	Oct 15	<p style="text-align: center;">Neuromarketing, Sensory Marketing and Biomarkers</p> <ul style="list-style-type: none"> • Neuromarketing: What You Need to Know (HBP) • Can Biometrics Predict a Viral Campaign (HBP) • Quercus readings – on Industry Review, Creativity and Applications • Assignment 5 due
7	Oct 22	<p style="text-align: center;">Time and Simplicity: Consumer Imperatives and Strategic Anchors</p> <ul style="list-style-type: none"> • Case/Article – Consumer Deceleration (Quercus) • Quercus readings – on Design, Consumer Goods, Simplicity Laws • Assignment 6 due
8	Oct 29	<p style="text-align: center;">Sociology of Consumption – GAP and Fashion</p> <ul style="list-style-type: none"> • Predicting Consumer Tastes with Big Data at Gap (HBP Case) • Quercus Readings – on Fashion and Disruption (McKinsey) • Assignment 7 due
9	Nov 5	<p style="text-align: center;">Generations and Shopping Trends</p> <ul style="list-style-type: none"> • The Needs-Adaptive Consumer: Understanding How and Why People Shop (UofT) • Quercus Readings – on Generational Trends, Influencers and Shopping • Assignment 8 due
Reading Week		Term Reflection Paper Due EOD November 16
10	Nov 19	<p style="text-align: center;">Groups and Influencers</p> <ul style="list-style-type: none"> • Influencer Marketing (TBD) • Era of Antisocial Social Media (HBR) • Quercus Readings – on Generational Trends, Influencers and Shopping • Assignment 9 due

Weekly Schedule (cont.)

10	Nov 28	Conscious Consumption <ul style="list-style-type: none"> • Case: Stop Hate for Profit - Facebook Ad Boycott 2020 • Quercus Readings
12	Dec 3	Transformational Consumption and Conclusion <ul style="list-style-type: none"> • Uber: Changing the Way the World Moves (HBP Case) • Quercus Readings – on Innovation • Final Exam Questions
Final Exam	The exam will be assigned on April 3 and due EOD April 12.	

Evaluation and Grades

Each student will be judged based on how well he or she has command of the course materials understanding that some of the grading is necessarily subjective.

	<u>Weight</u>	<u>Due Date</u>
1) Class attendance and participation	20%	Ongoing
2) Research Requirement	3%	Ongoing
3) Short Assignments (6 of 9)	30%	Ongoing
4) Reflection Paper	20%	Delivered by EOD Nov 16
5) Take Home Final Assessment	<u>27%</u>	Delivered by EOD Dec 12
Total	<u>100%</u>	

Course Format and Expectations

1. Class Participation (20%)

There is considerable reading material in this course. It is expected that students have read and are ready to discuss and engage the assigned material each week. Class participation will be based on:

- Thoughtful contributions in class,

- Thoughtful contributions to the course discussion board,
- Promotion of further discussion in the various media of the course,
- Attendance in all classes, and
- Participation in all surveys, polls, contests, and open-ended questions posed using the course pollseverywhere tool and other digital applications.

2. Research Requirement (3%)

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 course material by giving you direct exposure to research in these fields. All the details on completing this requirement are posted at the end of the syllabus.

3. Small Assignments (30%)

The purpose of the small assignments is to give you time to reflect on the topic of that day and prepare your response. Most of the assignments come directly from the assigned readings or cases.

There are nine assignments and you are to complete six of them. You should target 500-600 words and you will hand them in before class time through the Assignment upload function on Quercus. Assignments received after class starts will be marked late.

Papers turned in after the due date will receive a 5% penalty. The penalty will increase by 5% every further day that it is late.

4. Reflection Paper (25%)

The Reflection Paper will be written on a subject of your choice. You will have many readings in Quercus that cover the subjects and themes of this course.

Your task is to select a subject and to write your reflection on the topic and its role in consumer behaviour. You are welcome to cite research and commentary from online research. Do not submit a literature review on what other people think or have said about a subject. Your paper will say what you think about the subject, feel about it or have experienced it. You will become an informed commentator on the subject.

The paper length should be around 1200-1500 words, composed in Word (docx) and submitted in Quercus by November 16th EOD. Papers will be marked late on November 17th and receive a 5% penalty. The penalty will increase by 5% every further day that it is late.

5. Final Assessment (27%)

The final assessment is a take home test. The questions to answer will be provided in class on December 3rd. Your response is required by EOD December 12th and submitted through Quercus. A student will risk receiving an incomplete in the course if the assignment is received after December 12th.

Final assessments are not returned to students. It is acceptable to submit in Word or PDF.

Policies and Procedures

Turnitin.com

For most assignments, Turnitin.com will not be used during the semester for a review of textual similarity and detection of possible plagiarism. When or if asked, 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.

Written Assignments

Please note that clear, concise, and correct writing will be considered in the evaluation of all Assignments. 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 (<http://www.studentlife.utoronto.ca/asc>) or one of the College Writing Centres (writing.utoronto.ca/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.

Rotman Commerce Centre for Professional Skills Teamwork Support

There is no assigned group work in this course. However, the Rotman Commerce Centre for Professional Skills (RC-CPS) has developed new student teamwork supports, which will be in place by September 2020. Further details will be made available should you be interested in these for informal teamwork in this course or formal requirements in your other courses.

Credit/No-Credit Option in Rotman Commerce

You may request to Credit/No-Credit (CR/NCR) an RSM course in the following cases only:

- The course will not be used for any specialist or focus, including the 8.0 RSM FCE requirement.
- The course does not have a group work component.

If you wish to request CR/NCR for an RSM course, you must contact a Rotman Commerce academic advisor by the drop deadline for the current term. The deadline for this term is November 9, 2020.

Final approval is on a case-by-case basis with the permission of the Director, Rotman Commerce.

Missed Tests and Assignments (including mid-term and final-term examinations)

Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may request special consideration.

In such cases, students must:



1. Notify the instructor AND the Rotman Commerce Program Office on the date of the missed course deliverable, e.g. missed test, final assessments, assignment or class (in the case of participation marks).
2. Complete a Request for Special Consideration Form and submit it along with supporting documentation this may include either your Self-Declaration of Absence on ACORN, or 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.

Note that documentation must clearly establish that you were ill or had other circumstances that prevented you from attending on the date in question. After-the-fact reports are not sufficient.

Late Assignments

All assignments are due on the date and at the time specified in this syllabus. Late submissions will normally be penalized by 5% if the assignment is not received on the specified date and 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 temporary or ongoing disability or health concern, or have any accessibility concerns about the course, the classroom or course materials, please contact Accessibility Services as soon as possible at accessibility.services@utoronto.ca or studentlife.utoronto.ca/as.

For courses with deliverables that require you to work in teams, please note the following. If you are a student registered with Accessibility Services, and extensions are one of your academic accommodations, requests for extensions impact everyone in the group. As a result, requests for late submissions of any component of teamwork will require compelling reasons, advance notice, and must work for everyone in the team. You are encouraged to discuss with your course instructor, Accessibility Advisor, and other team members what you need in order to successfully complete your coursework. Additionally, the Rotman Commerce Centre for Professional Skills offers Teamwork Mentors (see section above) who can help you and your team discuss how to support you effectively and how to develop a work plan that meets the needs and constraints of all team members.

Volunteer Notetaking

If you're interested in helping to make our classroom more accessible, volunteer to be a notetaker!

Accessibility Services needs dependable volunteer notetakers to assist students living with a disability to achieve academic success. All you have to do is attend classes regularly and submit your notes consistently.



1. Register online as a Volunteer Note-Taker at:
<https://clockwork.studentlife.utoronto.ca/custom/misc/home.aspx>
2. Follow the link that says “Volunteer Notetakers”
3. Select your course and upload a sample of your notes
4. Once you have been selected as a notetaker, you’ll get an email notifying you to upload your Notes.

If you have any questions or require assistance, please email as.notetaking@utoronto.ca or call 416-978-6186.

Volunteers may receive co-curricular credit or a certificate of appreciation.

Academic Integrity

Academic Integrity is a fundamental value essential to the pursuit of learning and scholarship at the University of Toronto. Participating honestly, respectfully, responsibly and fairly in this academic community ensures that the U of T 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 U of T 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 U of T 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 visit help.ic.utoronto.ca/category/3/utmail.html.

Forwarding your utoronto.ca email to a 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 your course instructor may end up in your spam or junk mail folder.

Quercus and the Course Page

The online course page for this course is accessed through Quercus. To access the course page, go to q.utoronto.ca and log in using your UTORid and password. 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 the course listed here but you are properly registered for the course in ACORN, wait 48 hours.

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. Students who have been previously granted permission to record lectures as an accommodation for a disability are exempted. This includes tape recording, filming, photographing PowerPoint slides, Quercus materials, etc.

If permission for recording 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 notes to a website or sell them in any other form without formal permission.

FIPPA Language

Notice of video recording and sharing (Download permissible; re-use prohibited)

This course, including your participation, will be recorded on video and will be available to students in the course for viewing remotely and 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 download session videos and materials for your own academic use, but you should not copy, share, or use them for any other purpose without the explicit permission of the instructor.

For questions about recording and use of videos in which you appear please contact your instructor.

Research Requirements Fall 2020

Research Participation Requirement

Marketing and Organizational Behaviour researchers run experimental studies to test theories about human behaviour. The research requirement is intended to supplement this course's material, 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 research articles, *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 percentage values, as determined by the professor (check your syllabus). You will receive one credit for each one-hour of research participation you complete, up to a maximum of three credits.

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 your contact list. This will ensure that registration, password reset links, and important updates regarding your account/study participation are not mistakenly marked as spam.

Former Participants: those with existing BRL credit-pool accounts on SONA can use their previous credentials to log-in, and immediately begin registering for courses and studies. **New Users:** your account has already been created for you by our Lab Manager. This account is linked to your “[Username][@mail.utoronto.ca](mailto:)” 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 your email.

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. Please feel free to email Behavioural.Lab@rotman.utoronto.ca if you have any question.

Research opportunities for the Fall session are anticipated to begin the week of **September 14th, 2020**, and end at **5pm, December 7th, 2020**.