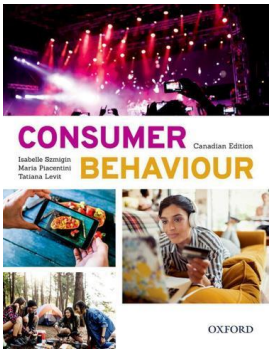
Consumer Behaviour – BUS 312 (002)
COURSE OUTLINE

BUS 312	Semester: Winter 2020 (start January 6, end April 8)
Class Time:	**Monday/Wednesday 5:30 - 6:45 P.M.**
Class Room #:	**ED 621**
Comprehensive Final Exam (prepared notes allowed)	**April 20 (M) 2020 7 pm to 10 PM TBA**
Midterm Exam:	**N/A**

Professor: **Dr. Tatiana Levit**
Office / Hours: **After class or email for an appointment! Office: ED 524.2**
Phone: **337-8455 (Please note that I cannot get my messages unless I am in the office. For emergencies use the email instead.)**
Email: I prefer the URCourses email function (especially for submitting course-related work). If you use **Tatiana.Levit@uregina.ca** - please use the subject line: "BUS 312 – absence" or "BUS 312 – urgent question" etc.) Business email etiquette is to be followed.
URCourses: https://urcourses.uregina.ca/login/index.php
Please check the course page periodically for materials and announcements**.**

Pre-requisites: ADMN/BUS 210 required; Students may not receive credit for more than one of BUS 312, ADMN 312 and ADMN 412.



Required text: Szmigin, I., Piacentini, M., Levit, T. Consumer Behaviour. First Canadian Edition. Oxford, 2019. – This textbook can be acquired in the University bookstore.

Online version of the text can be rented from **www.redshelf.com**

It is required that you bring this text to each class.

Note: Professor will donate all proceeds received from sales of the textbook in her class to a Faculty of Business Administration student organization.

Additional course materials will be posted on URCourses.

Course Description:

Successful marketing is ultimately driven by consumers and their needs. An understanding of how people think, feel and behave influences all aspects of strategic marketing planning. This course will examine the A-B-C model: consumers' affect, behaviour, and cognition through all aspects of the consumption decision-making process, from need recognition to post-purchase evaluation, along with the various personal, social and situational factors that influence this process. Students will consider how this understanding can be (and is) used to enhance marketing outcomes at all levels.

As an advanced level marketing course, this course builds on your existing knowledge of marketing. The course will be taught at a level sufficient to keep the interest of a target audience of third year marketing majors. The expectation is that you have a sound knowledge of marketing, or are willing to supplement your knowledge on your own time.

Learning Objectives:

1. To examine how consumers think, feel and behave when moving through the decision-making process and to consider the various personal, social and situational influences on consumer decision-making.
2. To understand and apply the key terms, definitions, and concepts used in the study of consumer behaviour.
3. To develop an ability to think like consumer psychologists and to build an analytic "toolbox" with which to approach complex social and consumption situations.
4. To apply current knowledge of theory and practice in consumer behaviour to various personal and marketing examples.
5. To learn what research approaches (e.g., observation, survey, experimentation) can be used to investigate consumer behaviour.
6. To use your understanding of consumer behaviour to enhance strategic marketing.
7. To improve skills in articulation and defending positions via class discussions and written correspondence, individual and group projects and presentations.

Course Time Allocation

A normal full-time work week is 40 hours and a full-time course load is 5 courses. Thus, it is expected that students will devote 8 hours per week to each course that they enroll in during fall / winter semester, and 16 hours during spring / summer semester. It is recommended that you divide your time accordingly over the course of the semester.

Activity	Hrs/wk* Spring/Summer	Hrs/wk Fall/Winter	Total Hrs
Class time	5	2.5	30-35
Readings (required texts)	4	2	24
Studying** and homework	4	2	24
Individual or team project	3	1.5	15-20
TOTAL	**16**	**8**	**96**

* *It is, of course, recognized that these numbers are averages only and that some weeks will require more or less work on some assigned tasks than others.* ** *This time allotment does not include extra time during the final exam period.*

To Stay on Top of the Class You Will Need…

1. To purchase the required text which will be used intensively (in class, for homework assignments, for quizzes and exams).
2. A binder with pockets to keep all your class materials in (PPT slides, handouts, quizzes etc.) In the binder: keep a copy of the syllabus, the schedule and several clean sheets of paper for your notes and essays.
3. Print out the glossary and the flashcards for learning terms. Keep them together (to study for quizzes and to review for exams).
4. An alarm clock and a reliable watch.

Course Regulation and Requirements:

This is a business course. Accordingly, an appropriate level of professionalism is expected.

1. **Students are expected to abide by the regulations of the University of Regina.** Students are referred to the University Calendar for information on appeals, withdrawal dates, ***plagiarism, cheating, and academic misconduct.*** Be sure that you read and understand these regulations. https://www.uregina.ca/president/executive-team/ed-governance-univ-secretary/student-appeals/student-behaviour.html

2. **Plagiarism and cheating will not be tolerated.** Proper respect for and full disclosure of other people's intellectual property is mandatory and *will* be strictly enforced. The Faculty of Business Administration of the U of R may punish offending students in any manner that they deem fit.

3. You are expected to come to class *prepared* and having read the assigned materials for the class.

4. **Assignments** *are expected on the due date.* Late written assignments are subject to discounts (you might lose up to 20% of the grade for each day the assignment is late) unless approved in advance and/or proper documentation is provided (e.g. medical or death certificates). *Assignments should be submitted in the requested format* (for example, online on URCourses or/and typed, printed out, and brought to class). Make sure you consult individual requirements for each assignment.

5. This is a **participation course**. Missing more than 20% of the course for *any* reason can result in a failing grade. In some cases the Associate Dean may be contacted for permission to write the final examination. If you have to miss a class, please let your professor know *in advance*. If you are required to leave early, please **notify me** before class begins and be courteous to your classmates when arriving or leaving. Please arrive to class *on time*. Systematic tardiness will be recorded as an absence.

6. Please *refrain from talking* unless it is to make a direct class contribution. **Any behavior that falls short of full attentiveness in class** (*using a cell phone or computer, text messaging, sleeping, walking out of class etc.)* **might result in "0" attendance, and disruptive behaviours** *(talking excessively to your neighbor, receiving calls etc.*) **might result in "-1" attendance grade.**

7. Please no hats during quizzes/ exams.

8. Recording of **any** kind or **taking pictures in class** is not allowed. Special cases should be brought forward to the instructor.

9. As *a courtesy* to your fellow students (and your instructor) please
   a. Turn off **all** your electronic devices before class begins (including laptops and cell phones). If you need to use a laptop for pedagogical reasons (i.e. online textbook) – let me know.
   b. Do not begin to put your belonging away before class has ended.
   c. No reading unrelated materials in class.

10. You are responsible for *all* course materials whether or not you were in class when they were covered. Please be sure to exchange contact information with a fellow student who can take notes for you if you are absent.

11. If you miss the final examination you **must** arrange for a deferred examination through the faculty. Proper documentation will be required and university procedures must be followed.

12. If necessary, I will change aspects of the information in this syllabus. If I do, I will notify you in class.

Class Structure. Participation and Attendance.

The format of this class is a combination of lectures, class activities (including team-based), video applications, discussions, and assignments. Students will work on a research project in teams or individually. A written report and/or a class presentation will count towards the project grade.
In order for me to assess your progress, I will look at all grades and class participation. **At least 37%** of your grade is dependent upon in-class activities. Thus, class participation is expected and class attendance is **required.** Participation via *relevant* contributions to class discussions is invited and appreciated.

Course Assessment:

In-class: Attendance, Preparedness, Active Participation, Exercises, Cases	10%	
In-class: Quizzes (Multiple Choice – 18; Glossary - 9**)**	27%	
Project (Team project mark will depend on **peer evaluations**)	13%	
Assignments	20%	
Final Examination (Comprehensive)	30%	
TOTAL	**100%**	

TO PASS THE COURSE, one **must pass** the final exam (50% or more). Students who fail the final will fail the course, regardless of the grade for the other components of the course.

In-Class Quizzes/Essays and Exercises:

Several in-class essays and quizzes will be given to encourage such behaviors as attendance, preparedness and attention. If you miss a class for any reason and there is an activity that day – you get a "0". Students will usually be asked to work in groups to complete the exercises. The purpose of these exercises is to gain practice applying course concepts over the course of the term. Grading is intended to reward the learning that takes place through engaging in the activities and learning from each other.

Examinations:

Examinations will consist of multiple choice, short answer and applied case-like scenario questions. The primary purpose of the examinations is to test your ability to *apply* your knowledge.

All material covered in required texts, any additional readings, videos, home assignments, and class discussions throughout the term will be considered testable. A missed exam will receive a grade of *zero (0%)* unless the proper documentation is provided and formal university procedures are followed.

Special Needs:

If there is any student in this course who, because of a disability, may have a need for accommodations, please feel free to discuss this with me, as well as contacting the Coordinator of Special Needs Services at 585-463l.

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