MARK 3315 – Consumer Behaviour

Course Information

Course Name	MARK 3315 - Consumer Behaviour
Course Description	Great marketing begins and ends with a solid understanding of consumer behaviour. This course focuses on how the consumer interacts with their environment, and how the purchase and usage of products is an outcome of this environment. Real-life case analysis at both the strategic and tactical level will be used to demonstrate how appreciation of consumer behaviour can lead to a long-term competitive advantage. This topic also combines ideas from various social sciences to help students understand what leads customers to buy or to reject various product offerings.
Learning Outcomes	Upon successful completion of this course, the student will be able to: 1. Appraise current models of consumer behavior. 2. Predict how the internal dynamics of consumer behavior might affect a consumer's interaction with marketing practices. 3. Assess the validity of the Consumer Decision Making process model. Interpret the social and cultural influences that help to determine who the consumer is.
Delivery Method	Face-to-face delivery, Online components
Day, Time, Location	Tuesdays and Thursdays 10:00 – 11:50, SYNCEN 210
Instructor Name	Gregory KRABES
Office Location	S111F
Contact Information	gregory.krabes@keyano.ca preffered contact method : MS Teams
Availability for Student Support	Outside of teaching hourse over MS Teams
Required Textbook:	Solomon, M., White, K. Dahl, D. (2020). Consumer Behaviour: Buying, Having, and Being. (8th Canadian Edition). Pearson. ISBN-13: 9780134995519
Optional Learning Resources (if applicable)	Optional Learning Resources are those resources, if applicable, where the student has the option of purchasing upon recommendation.
Alternate Learning Resources *(if applicable)*	It is recommended that students explore the world of Consumer Behaviour. There are countless books, magazines and websites available on the world of marketing.

Attendance *(Optional)*	There is no formal attendance policy, but much of the learning available through this course will come to those who actively participate in class activities.
Academic Integrity (Required)	Students must use their own thoughts, ideas, and words when writing a quiz, exam, assignment, report, or anything else that receives a grade. When submitting an assignment, the student is guaranteeing that the document is his/her own original words and ideas. Where research in the form of direct quotes, paraphrases, summaries, data, or ideas created by others are part of the submission, research sources must be clearly and accurately cited following APA documentation guidelines. Assignments and reports must not include inappropriate or excessive levels of collaboration, assistance from other individuals, tutors, or excessive use of translation software. Please familiarize yourself with the full academic integrity regulations (section 4.5) at www.nait.ca/docs/Academic_Regulations(1).pdf The "Academic Regulations And Procedures" document is also accessible in Moodle under the "Student Support" Block.
Other course-specific Information (Optional)	May include essay and citation formatting, additional requirements – e.g. specialized equipment and/or supplies, field trips, etc. Could reference the course outline if necessary.
Student Engagement Expectations (Optional)	Instructor specific expectations, if applicable

Evaluation

Examinations
>   #1 ....10%
>   #2 ....10%
>   #3 ....10%
>   #4 ....10%

Research Projects
>   Your Friendly Local Grocer............................ 30%
>   Creating a Vehicle of Their Dreams 15%
>   Lifestyle Advertising..................................... 15%

Total   100%

Proposed Schedule of Topics

WEEK	CHAPTER	TOPIC
31.08.2021	0	An Introduction to the Course
02.09.2021	1	An Introduction to Consumer Behaviour
07.09.2021	2	Perception.
09.09.2021	3 Quiz #0	Learning and Memory Chapters 1 ....0%
14.09.2021	4	Motivation and Values.
16.09.2021	Quiz #1	Chapters 1 – 4...10%
21.09.2021	6	Personality, Lifestyles and Values
23.09.2021	Presentation	Cross-Cultural Lifestyle Advertising (Video) – 15%
28.09.2021	5	The Self.
30.09.2021	7	Attitudes
05.10.2021	8	Attitude Change and Interactive Communications
07.10.2021	Quiz #2	Chapters 5 – 8...10%
12.10.2021	9	Individual Decision Making.
14.10.2021		Individual Decision Making *cont…..*
19.10.2021	10	Buying and Disposing.
21.10.2021	11	Group Influence and Social Media
26.10.2021	12	Income, Social Class and Family Structure
28.10.2021	12 cont…..	Income, Social Class and Family Structure cont.…
02.11.2021	Quiz #3	Chapters 9 – 12...10%
04.11.2021	Presentation	Lifestyle Advertising 15%
09.11.2021	Presentation	Lifestyle Advertising ....15% *cont…*
11.11.2021		Remembrance
16.11.2021	13	Subcultures
18.11.2021	13 *cont…*	Subcultures *cont…*
23.11.2021	14	Cultural Influences on Consumer Behavior
25.11.2021	15	The Creation and Diffusion of Consumer Culture
30.11.2021	Presentation	Your Friendly Local Grocer 30%
02.12.2021	Quiz #4	Chapters 13 – 15...10%

Further Notes:

Your Friendly Local Grocer – 30%

Date: See Planning Calendar

Details: Students have gained knowledge and insight into marketing through classroom discussions, group work, textbook readings, and lectures. Students shall conduct a survey to identify the current perspectives of one of nine or so major grocery stores in Fort McMurray. The survey must include information on the amount of time average shopper spends in the store, shopping habits of customers, parts of the building that the respondent spends time. Other aspects include thoughts on lighting, atmosphere, color palette, layout, and ease of finding one's way around, décor, parking, retail mix, as well as access to other services, resources, etc. You must also identify any opportunities to incorporate technology that shoppers might look for when they are visiting this location. This information should help you to identify any improvement strategies. Be sure to use theory discussed in class in your research.

Creating a Vehicle of Their Dreams – 15%

Date: See Planning Calendar

Details: VALS is a marketing tool used to predict consumer behaviour based on their philosophical beliefs, mechanical and intellectual curiosity, among other things. VALS stands for 'Values and Lifestyles and is a series of questions to help define target audiences. The audiences are divided into nine lifestyle types: innovators, thinkers, achievers, emulators, achievers, strivers, experiencers, makers, and survivors. Each type is thought to behave and consume differently.

Using VALS metric conduct a thorough examination of all audiences and chose one that interests you the most. To make it easier you might consider selecting a person or family from movies or media which represents that category well (maybe there are some video footages available for class viewing).

After a thorough examination of your chosen category and selected representative member of that category pick/design a perfect vehicle that would be a match with the above. You can design totally new vehicles, redesign existing models, alter new or older models available on the market. Please be specific as to the make and model of your chosen vehicle for this presentation. Please remember that economic realities are part of the decision process.

Cross-Cultural Lifestyle Advertising (Video) – **15%**

Date: See Planning Calendar

Details: Lifestyle — refers to the mode of living of consumers; that is, it is a composite of their individual behaviour patterns and psychological makeup. In other words, it is when a company tries to sell you a way of living, as opposed to simply just the product. It is coolness by association.

                Using this description, find two video advertisements employing lifestyle characteristics (where a company tries to sell you a way of living not only a product or a service). The commercials must be developed for two different geographical (ethnic) regions but featuring this same product or service.

                Please use online available sources. Do not limit yourself to ads in English only. More striking results will be obtained when choosing commercials directed at more unparallel markets.

                Every student will present in class. In case the advert is not available online, a video file must be uploaded into Moodle. For all presentations a completed table (see below) must be uploaded into Moodle.

Performance Requirements and Student Services

Student Responsibilities

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar. The Keyano College credit calendar also has information about Student Rights and Code of Conduct. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Code of Conduct Policies.

Student Attendance

Class attendance is useful for two reasons. First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and notes that may be due.

Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own;
- The use of unauthorized aids in assignments or examinations (cheating);
- Collusion or the unauthorized collaboration with others in preparing work;
- The deliberate misrepresentation of qualifications;
- The willful distortion of results or data;
- Substitution in an examination by another person;
- Handing in the same unchanged work as submitted for another assignment; and
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on ilearn.keyano.ca. Then print the certificate, sign it, and show it to each of your instructors. Your course work may not be graded until you show this signed certificate.

Specialized Supports

The Student Services Department is committed to Keyano students and their academic success. There are a variety of student supports available at Keyano. Due to the continuing situation with the Covid-19 pandemic, the offered support services will be implemented through a model to respond to the restrictions in force at the time. In-person and virtual services will be offered. All Alberta Health Services guidelines will be followed for in-person appointments—wear a mask, maintain two meters of physical distance, use hand sanitizer, and stay home if you are unwell.

All student services are available during Keyano business hours: Monday to Friday, 8h30-16h30. The College is closed for statutory holidays. If you require support outside of regular business hours, please inform the support service team, and we will do our best to accommodate your needs.

Accessibility Services: provides accommodations for students with disabilities. Students with documented disabilities, or who suspect a disability, can meet with a Learning Strategist to discuss their current learning barriers and possible accommodations. Students who have accessed accommodations in the past are encouraged to contact us to request them for the semester. Please note that requesting accommodations is a process and requires time to arrange. Contact us as soon as you know you may require accommodations. For accessibility supports and to book an appointment, please contact accessibility.services@keyano.ca.

Accessibility Services also provides individual and group learning strategy instruction for all students, as well as technology training and supports to enhance learning. Meet with a Learning Strategist to learn studying and test-taking strategies for online classes. Schedule an appointment with the Assistive Technology Specialist to explore technology tools for learning. Book an appointment today by emailing accessibility.services@keyano.ca

Wellness Services: offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators offer a safe and confidential environment to seek help with personal concerns. Students may access services virtually and in-person.

Wellness Services welcomes students to participate in any of the group sessions offered throughout the academic year addressing topics including mindfulness and test anxiety.

Individual appointments can be made by emailing wellness.services@keyano.ca.

Library Services: provides students with research and information supports as they engage in their studies. Library staff are available to support you both online and in-person throughout the semester. For a detailed list of library supports and services, go to www.keyano.ca/library. For all inquiries, please email askthelibrary@keyano.ca or chat with us online.

Begin your research with the Library's FIND page. Search for information and sources for your assignments using the OneSearch, the Library's Catalogue, or by searching in a specific database selected from the A-Z Database List.

Individual support with us is available. For support with citations, research and other information needs, appointments can be booked using the online Book A Librarian Calendar. For support with Moodle, educational tools for assignments, Microsoft Office, Zoom, Teams and more, book an appointment using the online Educational Technology Support Calendar.

Research and subject guides are helpful resources when beginning your research, assignment, using new educational technology, or addressing other information needs. To view a subject or course-specific guide, check out the complete listing of online Subject Guides.

To access additional research resources, including Citation Guides (APA, MLA, Chicago, or IEEE), go to the Research Help Library page.

The Loanable Technology collection is available to support students in their learning pursuits, whether online, in person or both. Items available for borrowing include mobile projectors, webcams, noise-cancelling headphones, Chromebooks, and laptops. For an up-to-date list of technology available for borrowing as well as support available, go to the Library's Loanable Technology webpage.

Academic Success Centre: The Academic Success Centre is a learning space in the Clearwater Campus (CC-119) at Keyano College. Students can gather to share ideas, collaborate on projects, get new perspectives on learning from our Academic Content Specialists, or use the Centre's educational resources. The Academic Success Centre provides academic support services to students registered in credit programs at Keyano College in the form of individual tutoring, writing support groups, facilitated study groups, workshops, and study space. Services are **free** to Keyano students.

Academic Content Specialists are available in the areas of Math, Science, Human Services, and English/Humanities. This covers all courses offered at Keyano. The Academic Success Coach can also be found in the Academic Success Centre.

For the most up to date information on how to book a session, please view the Keyano Academic Success Centre homepage.

> **Academic Integrity:** The goal of the Academic Success Centre is to foster a student's ability to learn effectively and independently. Students registered at Keyano College are welcome to drop by the Centre to visit with any of our Academic Content Specialists to discuss their academic concerns.
>
> **Availability:** Monday to Friday: 8:30 a.m. – 4:30 p.m. Flexible times may be available upon request. Virtual and in-person sessions, please email to get in contact with our Academic Content Specialists. For the most up to date information on how to book a session, please view the Academic Success Centre homepage.

Academic Success Coach: offers you support and access to resources for your academic success to help you to find the Keys to your Success. The Academic Success Coach will work with you to develop an academic success plan, develop your study and time management skills, and connect you with the right resources here at Keyano. Academic.success@keyano.ca is the best way to access resources during blended service delivery. The Academic Success Coach is located in the Skill Centre in CC-119 at the Clearwater Campus.

E-Learning

Technology and internet will impact your online learning experience. It's important that you can watch an online video and other course materials, take online quizzes and participate in a live class with your instructor and other students. Live/virtual classes will be hosted in Microsoft Teams or Zoom.

For all course delivery types, you will access your course resources on Keyano's learning management system, **Moodle (iLearn).** Login in using your Keyano username and password.

Keyano College operates in a Windows based environment, and having the correct tools for online learning is important. Here's a list of recommended system requirements.

Internet Speed
Minimum Internet speeds of 10 Mbps.

Recommended Internet speeds of 25 Mbps (especially if you are sharing your internet at home).

Check your internet speed with Fast.com.

System requirements:

Microsoft Windows	Apple
Minimum Requirements: A Windows 10 **computer/laptop** · Minimum 4GB of RAM. · 10GB+ available hard drive storage. · Enough available hard drive space to install the Microsoft Office suite (approximately 3GB). <u>Microsoft Office</u> software is free to all Keyano students and employees. · Microphone, webcam and speakers. A headset with a microphone is recommended. · System updates must be regularly installed. · Anti-Virus / Anti-Malware software	**Minimum Requirements:** A Macintosh (V10.14 and above) **computer/laptop** · Minimum 4GB of RAM. · 10GB+ available hard drive storage. · Enough available hard drive space to install the Microsoft Office suite (approximately 3GB). <u>Microsoft Office</u> software is free to all Keyano students and employees. · Microphone, webcam and speakers. A headset with a microphone is recommended. · System updates must be regularly installed. · Anti-Virus / Anti-Malware software.
Recommended Requirements · 8GB of RAM · A method of backing up/synchronizing to local or cloud-based storage such as OneDrive is highly recommended. This is included if you complete the setup of KeyanoMail and download MS Office using your Keyano email for free.	**Recommended Requirements** · 8GB of RAM · A method of backing up/synchronizing to local or cloud-based storage such as OneDrive is highly recommended. This is included if you complete the setup of KeyanoMail and download MS Office using your Keyano email for free.

Chromebooks are **not** recommended as they are not compatible with testing lockdown browsers.

A Microsoft Surface or iPad or iPad Pro may be possible alternatives in some program areas.

Specific Department Requirements:
Business and OA programs require Windows 10.
Other programs may utilize Windows based tools as well.

Computer Software

Students will be able to get access to Microsoft Office 365 for free using Keyano credentials by <u>clicking here</u>.

Recording of Lectures and Intellectual Property

Students may only record a lecture if explicit permission is provided by the instructor or by Accessibility Services. Even if students have permission to record a lecture or lecture materials, students may not share, distribute, or publish any of the lectures or course materials, this includes any recordings, slides, instructor notes, etc. on any platform. Thus no student is allowed to share, distribute, publish or sell course related content (instructor, or students) without permission. It is important to recognize that the Canadian Copyright Act contains provisions for intellectual property. The Academic Integrity Policy provides additional information on Keyano College's expectations from students as members of the intellectual community.

ITS Helpdesk

If you are having issues with your student account, you can contact the ITS Helpdesk by emailing its.helpdesk@keyano.ca or calling 780-791-4965.