

Course ID:	Course Title:	Winter 2024
BUS 382	Consumer Behaviour	Prerequisite: BUS 280
		Credits: 3

Class Information		Instructor Information		Important Dates	
Delivery:	In Class	Instructor:	Jennette Koehn, MBA, BMgt	First Day of Class:	January 9, 2024
Days:	Tues, Thurs	Email:	Jennette.Koehn@ambrose.edu	Last Day to Add/Drop:	January 21, 2024
Time:	4:00 pm - 5:15 pm	Phone:		Last Day to Withdraw:	March 28, 2024
Room:	RE132	Office:		Last Day to Apply for Coursework Extension:	April 2, 2024
Lab/Tutorial:	N/A	Office Hours:	By appointment	Last Day of Class:	April 11, 2024
Final Exam:	TBD				

Important Dates and Information

For a list of all important dates and information regarding participating in classes at Ambrose University, please refer to the Academic Calendar at <https://ambrose.edu/academic-calendar>.

Course Description

This course familiarizes students with the role of individual lifestyle and personality, and cultural and social influences, in consumer decision-making. These topics are examined with the goal of enabling marketers to better understand customers and meet their needs. The course also provides a uniquely Canadian perspective on how products, services, and consumption activities shape people's social experiences.

Expected Learning Outcomes

- Understand and analyze the consumer decision-making processes, encompassing factors such as motivation, perception, and learning, to comprehend purchasing behaviours.
- Evaluate the impact of cultural, social, and psychological influences on consumer choices.
- Apply theoretical frameworks and models to various marketing scenarios.
- Examine the role of branding, advertising, and other marketing communications in influencing consumer perceptions and preferences.
- Assess ethical considerations related to consumer behaviour.

Textbook

Consumer Behaviour: *Buying, Having, Being*, 9th Canadian Edition
Michael R. Solomon, Kelley Main, Katherine Whyte, Darren W. Dahl, Bonnie Simpson
Published by Pearson Canada (February 14, 2023) © 2024
ISBN-13: 9780137652167

Course Schedule

Note: The dates and order of topics outlined in this schedule may be subject to change at the instructor's discretion throughout the term. Any changes will be communicated in advance.

Week	Class Topic / Chapter	Due Dates
1. Jan 8 – Jan 14	Course introduction and building a learning culture. Chapter 1: An Introduction to Consumer Behaviour	
2. Jan 15 – Jan 21	Chapter 2: Consumers as Individuals	
3. Jan 22 – Jan 28	Chapter 3: Learning and Memory Thurs Jan 25 Program Day – No class	
4. Jan 29 – Feb 4	Chapter 4: Motivation and Affect Chapter 5: The Self	
5. Feb 5 – Feb 11	Chapter 6: Personality, Lifestyle, and Values Review	
6. Feb 12 – Feb 18	Midterm Exam Chapter 7: Attitudes	Midterm Feb 13 @ 4pm
7. Feb 19 – Feb 25	Reading Week (no classes)	
8. Feb 26 – Mar 3	Chapter 8: Attitude Change and Marketing Communications	Case Research Paper due Mar 3 @11:59pm
9. Mar 4 – Mar 10	Chapter 9: Individual Decision Making	
10. Mar 11 – Mar 17	Chapter 10: Group Influence and Social Media	
11. Mar 18 – Mar 24	Chapter 11: Buying, Using, and Disposing	
12. Mar 25 – Mar 31	Chapter 12: Income and Social Class Thurs Mar 26 Ambrose Research Conference – No class	
13. Apr 1 – Apr 7	Chapter 13: Cultural Influences and Consumer Behaviour	Group Project due April 7 @ 11:59pm
14. Apr 8 – Apr 14	Group Project Presentations	
15. Apr 16 – Apr 23	Final Exams (including Saturday)	

Requirements:

Course grading and evaluation will be conducted according to the following:

Professional Standards of Practice	10%
Assignment 1: Leading the class (Group)	10%
Assignment 2: Case Research Paper (Individual)	20%
Assignment 3: Group Project	20%
Midterm	20%
Final	20%

Note: The instructor reserves the right to make adjustments to course coverage, sequence, and grading.

Assignments:

- Submit assignments on Moodle in Word or Powerpoint (not as a PDF), unless specified otherwise.
- Up to 20% of the grade for a written assignment may be deducted for grammar, spelling, and formatting. Usage of APA style 7 formatting is required for all assignments unless otherwise specified.
- Assignments are due by the day/time specified. Any late assignments will be docked 10%, with an additional 10% penalty for each subsequent day the assignment is late. A day is defined as a 24-hour period from the assignment due date and time. After five days, late assignments will not be accepted. Any exceptions to this rule remain at the sole discretion of the instructor.

Group Work:

With respect to group work, if your group is having difficulty collaborating effectively, please contact the instructor immediately. If a group is unable to collaborate effectively the instructor may re-assign members to separate groups or assign individual work for completion.

Absence for Test or Assignment:

If a student is absent from a test, quiz, or other in-class assignment, a note verifying illness from a medical authority will be required before the privilege of completing the assignment will be considered by the instructor.

Attendance:

Students are expected to attend all classes. In the event of missing a class due to illness or a personal emergency, you are responsible for sending an email to the instructor before the class and obtaining the missed information from a peer. Your final grade will be negatively impacted by 1% for each unexcused absence. If you miss Program Day, your final grade will be reduced by 3%. Attendance is a component of the professional standards of practice course grade.

Professional Standards of Practice:

Professional standards of practice encompass a set of ethical principles, guidelines, and expectations that individuals must uphold within their respective professions. In a university class, students are expected to adhere to these high professional standards, actively contributing to an inclusive, positive, and respectful learning environment. This commitment not only enhances academic success but also serves as foundational development for the workforce.

Attendance:

- Attend all scheduled classes and Program Day. (See attendance for grade reduction).
- Be on time for class.

Class Engagement:

- Actively participate in class discussions, group activities, and exercises, offering thoughtful contributions that enrich the learning environment with meaningful and quality insights.
- Refrain from using cell phones or computers for non-class-related purposes.
- Come to class well-prepared by completing assigned readings, assignments, and any other required materials.

Group Work

- Demonstrate active and equitable collaboration, ensure effective communication, show respect for diverse perspectives, and strive for timely completion of assigned tasks, honor commitments, actively listen to team members while resolving conflicts professionally to achieve shared academic goals.

Professional Interaction:

- Demonstrate respectful behavior by treating professors, peers, and staff courteously.
- Uphold communication etiquette in both in-person and digital interactions, including emails.

Academic Integrity:

- Uphold honesty and integrity in all academic endeavors by avoiding plagiarism, cheating, and unauthorized collaboration.

Grade Summary:

The available letters for course grades are as follows:

Grade	Interpretation	Grade Points
A+	Excellent	4.00
A		4.00
A-		3.70
B+	Good	3.30
B		3.00
B-		2.70
C+	Satisfactory	2.30
C		2.00
C-		1.70
D+	Poor	1.30
D	Minimal Pass	1.0
F	Failure	0.00
P	Pass	No Grade Points

This grade conversion table:

Grade	Percentage	Grade Points
A+	95-100	4.00
A	90-94	4.00
A-	85-89	3.70
B+	80-84	3.30
B	75-79	3.00
B-	70-74	2.70
C+	67-69	2.30
C	64-66	2.00
C-	60-63	1.70
D+	55-59	1.30
D	50-54	1.0
F	0-49	0.00
P	Pass	No Grade Points

Because of the nature of the Alpha 4.00 system, there can be no uniform University-wide conversion scale. The relationship between raw scores (e.g. percentages) and the resultant letter grade will depend on the nature of the course and the instructor's assessment of the level of each class, compared to similar classes taught previously.

Please note that final grades will be available on student registration system. Printed grade sheets are not mailed out.

Ambrose University Important Policies & Procedures:

Registration

Registration is the process of selecting and enrolling in classes for upcoming semesters. Only students who are registered will be permitted to attend class and receive a grade for the course. You are responsible for ensuring that the courses you take are appropriate for your program, that they do not have any scheduling conflicts, that they have the necessary prerequisites and that they meet all degree requirements.

Withdrawal From A Course

Prior to the Add/Drop deadline: through the student registration system whereby course(s) will be removed with no academic or financial penalty. After the Add/Drop deadline and until the Withdrawal deadline: through submission of the 'Withdrawal from Course' form whereby course(s) will remain on the permanent academic record/transcript with the symbol 'W'. (See ambrose.edu/registrar/request-forms.) Students who withdraw from more than 30 credits attempted at Ambrose University will be required to withdraw from their program. Students considering withdrawing from courses are encouraged to discuss with their Faculty Advisor and/or the Office of the Registrar questions relating to their withdrawal decision specifically relating to financial assistance, study permit requirements, prerequisites for subsequent courses, readmission, and/or graduation timeline. Students who do not formally withdraw from a course are still considered registered in the course, even if they are no longer attending classes. In this case, students will be assigned a grade based on coursework completed as per the course syllabus and are responsible to pay the tuition and fees assessed for the course. Under extenuating circumstances, students may request from the Office of the Registrar a course(s) withdrawal after the Withdrawal deadline and until the last day of classes. Extenuating circumstances typically consider situations such as medical emergencies, compassionate grounds, or unforeseen conditions/situations beyond the students' control that arise after the start of the semester and are considered on a case-by-case basis. Supporting documentation from a physician or Registered Health Professional must accompany this request.

Coursework Extensions

Should a request for a time extension on coursework exceed the end of the term, a *Coursework Extension Application* must be completed and submitted to the Office of the Registrar. The extension (if granted) will be recorded on the student record. Extensions are granted at the discretion of the instructor and registrar. If granted, time extensions do not excuse you from a final examination where one has been scheduled for the course. More conditions apply.

Exam Scheduling

Students who find a conflict in their exam schedule must submit a *Revised Final Exam Time Application* to the Office of the Registrar

by the deadline noted in the Academic Calendar. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; or 2) the scheduled final examination slot results in three consecutive examination periods. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Communication

Your Ambrose email account is the University's primary and official mode of communication with you. Information delivered to your Ambrose email is considered official notification. Ambrose University is not responsible for your failure to receive important information delivered to your Ambrose email.

Lecture Recording

The recording of lectures or any other classroom academic activity, other than an audio recording as an accommodation, is prohibited except at the discretion of the instructor. Any use other than that agreed upon with the instructor constitutes academic misconduct and may result in suspension or expulsion. Permission to allow a lecture recording is not a transfer of any copyrights, so such recordings may be used only for individual or group study with other students enrolled in the same class and may not be reproduced, transferred, distributed or displayed in any public or commercial manner. Student must destroy recordings in any, and all formats at the end of the semester in which they are enrolled in the class. All students recording lectures, must sign the Permission Form to audio record lectures which is available through the Office of the Registrar.

Standards of Behaviour in the Classroom Setting

Learning is an active and interactive process, a joint venture between student and instructor and between student and student. Some topics covered within a class may lead to strong reactions and opinions. It is important that Students understand that they are entitled to hold contradictory beliefs and that they should be encouraged to engage with these topics in a critical manner. Committing to this type of "active learning" significantly increases the learning experience for both teacher and student, and reflects the Christian imperative to pursue truth, which lies at the heart of the Ambrose educational experience. However, active discussion of controversial topics will be undertaken with respect and empathy, which are the foundations of civil discourse in the Classroom Setting. Primary responsibility for managing the classroom rests with the instructor. The instructor may direct a student to leave the class if the student engages in any behaviour that disrupts the classroom setting. If necessary, Ambrose security will be contacted to escort the student from class.

Academic Integrity

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University as

it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to acknowledge to another person's ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. The academic calendar can be found at <https://ambrose.edu/academics/academic-calendar>

Privacy

Personal information (information about an individual that may be used to identify that individual) may be required as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Academic Success and Supports

Accessibility Services

Academic accommodation is provided to Ambrose students with disabilities in accordance with the Alberta Human Rights Act and the Canadian Charter of Rights and Freedoms. Provision of academic accommodation does not lower the academic standards of the university nor remove the need for evaluation and the need to meet essential learning outcomes. Reasonable accommodations are tailored to the individual student, are flexible, and are determined by considering the barriers within the unique environment of a postsecondary institution. It can take time to organize academic accommodations and funding for disability-related services. Students with a disability who wish to have an academic accommodation are encouraged to contact Accessibility Services as early as possible to ensure appropriate planning for any needs that may include accommodations. Staff can then meet with students to determine areas to facilitate success, and if accommodations are required, ensure those accommodations are put in place by working with faculty.

Learning Services

Learning Services provides support with

- **research and communication skills** (e.g., writing a paper, researching, giving a presentation), and

- **subject-specific skills** (e.g., solving a chemistry problem, reconciling a general ledger, understanding a philosophical argument).

We offer workshops, one-to-one tutoring, and more, and all of our services are **free** to students currently enrolled at Ambrose University. To learn more, please visit <https://ambrose.edu/sas/learning-services>.

Mental Health Support

All of us need a support system. We encourage students to build mental health supports and to reach out when help is needed.

On Campus:

- Counselling Services: ambrose.edu/counselling
- For immediate crisis support, there are staff on campus who are trained in Suicide Intervention Skills and can help you access mental health support. See <https://ambrose.edu/student-life/crisissupport> for a list of staff members.
- For additional wellness resources go to the Ambrose wellness page: <https://ambrose.edu/wellness>

Off Campus:

- Distress Centre - 403-266-4357
- Alberta Mental Health Helpline - 1-877-303-2642 (Toll free)
- Sheldon Chumir Health Care Centre - 403-955-6200
- Emergency - 911

Sexual Violence Support

We are committed to supporting students who have experienced gender based sexual violence in the past or while at Ambrose. Many of the staff, faculty, and student leaders have received Sexual Violence Response to Disclosure training. We will support you and help you find the resources you need and you can access information about reporting. Information about the Sexual Violence policy and on and off campus supports can be found on our website— ambrose.edu/sexual-violence-response-and-awareness.

Off Campus:

- Alberta's Oneline for Sexual Violence - 1-866-403-8000 call or text
- Clinic: Sheldon Chumir Health Centre - 403-955-6200
- Calgary Communities Against Sexual Abuse - 403-237-5888
- Chat: www.calgarycasa.com

Note: Students are strongly advised to retain this syllabus for their records.