



MARK 3315 – Consumer Behaviour

Course Information

Course Name	MARK 3315 - Consumer Behaviour
Course Details	<p>Course Description:</p> <p>Upon successful completion of this course, the student will be able to:</p> <ol style="list-style-type: none"> 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. 4. Interpret the social and cultural influences that help to determine who the consumer is.
Course Start/End Dates	See calendar
Delivery Method	Face-to-face delivery
Day, Time, Location	Tuesdays and Thursdays 10:00 – 11:50

Instructor Information

Name	Gregory KRABES
Office Location	S111F
Contact Information	<p>gregory.krabes@keyano.ca (email)</p> <p>780 791 8958 (phone)</p>
Availability for Student Support	<p>Tuesday 12:00 – 13:00 & 14:00 – 15:30</p> <p>Thursday 12:00 – 13:00 & 17:00 – 18:30</p>



Assessments / Evaluation

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 – 20%

Date: See Planning Calendar

Details: Students will receive more information closer to the date of the activity

Cross-Cultural Lifestyle Advertising (print) – 10%

Date: See Planning Calendar

Details: Lifestyle — refers to the mode of living of consumers; that is, it is a composite of their individual behavior 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 an example of an ad (for this particular exercise a colour ad would be preferable) employing lifestyle advertising. The ad has to be developed for two different geographical (ethnic) regions but this same product or service.



This ad can be from any magazine of your choice, preferably available online. In a paragraph, provide a critique “of your” ad. (Description of target market, behavioural aspects exploit and special features should be included).

Complete Evaluation Profile

Examinations

- #1 20%
- #2 20%

Research Projects

- Your Friendly Local Grocer..... 30%
- Creating a Vehicle of Their Dreams 20%
- Lifestyle Advertising..... 10%

Total 100%

Other Details

Required Learning Resources	<p>Required Textbook:</p> <p>Solomon, M., White, K. Dahl, D. (2014). Consumer Behaviour: Buying, Having, and Being. (7th Canadian Edition). Pearson. ISBN-10: 0133958094</p>
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Optional Learning Resources (if applicable)	<p><i>Optional Learning Resources are those resources, if applicable, where the student has the option of purchasing upon recommendation.</i></p>
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<p>Alternate Learning Resources <i>(if applicable)</i></p>	<p>It is recommended that students explore the world of consumer behaviour. There are countless books, magazines and websites available on the world of marketing.</p>
<p>Attendance <i>(Optional)</i></p>	<p>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.</p>
<p>Academic Integrity <i>(Required)</i></p>	<p><i>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</i></p> <p><i>The "Academic Regulations And Procedures" document is also accessible in Moodle under the "Student Support" Block.</i></p>
<p>Other course-specific Information <i>(Optional)</i></p>	<p><i>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.</i></p>
<p>Student Engagement Expectations <i>(Optional)</i></p>	<p><i>Instructor specific expectations, if applicable</i></p>



Performance Requirements (KEYANO)

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.

More specific details are found in the Student Rights and Student 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 Student 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 / or 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



- 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 Student 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 Student 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 will not be graded until you show this signed certificate.

Specialized Supports

The Student Academic Support Services (SASS) department: Accessibility Services, Skill Centre, Wellness Services and Student Life Department work together to support student success at Keyano College.

Accessibility Services (CC167) supports student success through group and individualized instruction of learning, study and test taking strategies, and adaptive technologies. Students with documented disabilities, or who suspect a disability, can meet with the Learning Strategists to discuss accommodation of the learning barriers that they may be experiencing. Students who have accessed accommodations in the past are encouraged to visit our office at their earliest opportunity to discuss the availability of accommodations in their current courses. Individual appointments can be made by calling 780-791-8934.

Skill Centre (CC119) provides a learning space where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff. Students visiting the centre have access to one-to-one or group tutoring, facilitated study groups, and assistance in academic writing. The Skill Centre's Peer Tutor program provides paid employment opportunities for students who have demonstrated academic success and want to share what they have learned. Tutoring is available free to any students registered at Keyano College on a drop in basis, from 8:30 am to 5:00 pm Monday through Friday. Additional evening hours are subject to tutor availability and are posted in the Skill Centre.



Wellness Services (CC260) 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. The Mindfulness Room in CC260 is available as a quiet space for students to relax during regular office hours. Wellness Service welcomes students to participate in any of the group sessions offered throughout the academic year addressing such topics as Mindfulness and Test Anxiety. Individual appointments can be made by calling 780-791-8934.

Student Life Department (CC210) is a place for students to go when they don't know who else can answer their questions. The staff will help students navigate barriers to success and if they don't know the answer, they will find it out. Student success is directly affected by how connected a student feels to their college. The student life department is there to help students get connected.

Please watch your Keyano email for workshop announcements from our Student Academic Support Services team.



WEEK	CHAPTER	TOPIC
05.09.2019	0	An Introduction to the Course
10.09.2019	1	An Introduction to Consumer Behaviour Your Friendly Local Grocer (due 03.12.2019) 30%
12.09.2019	2	Perception.
17.09.2019	3	Learning and Memory
19.09.2019	4	Motivation and Values.
24.09.2019	5	The Self. Creating a Vehicle of Their Dreams (due 05.11.2019) 20%
26.09.2019	6	Personality, Lifestyles and Values Lifestyle Advertising (due 15.10.2019) 10%
01.10.2019	7	Attitudes.
03.10.2019	8	Attitude Change and Interactive Communications
08.10.2019	Exam #1	Chapters 1-8 08.10.2019 – 20%
10.10.2019	9	Individual Decision Making.
15.10.2019		Lifestyle Advertising due – 10% In-class presentations
17.10.2019	10	Buying and Disposing.
22.10.2019	11	Group Influence and Social Media
24.10.2019	12	Income, Social Class and Family Structure
29.10.2019	12 cont.....	Income, Social Class and Family Structure cont....
31.10.2019		Preplanned in-class activity
05.11.2019		Creating a Vehicle of Their Dreams due – 20% In-class presentations
07.11.2019		Reading Days
12.11.2019	13	Canadian Identity and Subcultures
14.11.2019		In-class presentations
19.11.2019	14	Cultural Influences on Consumer Behavior.
21.11.2019		In-class presentations
26.11.2019	15	The Creation and Diffusion of Consumer Culture
28.11.2019	Exam #2	Chapters 9-15 28.11.2019 – 20%
03.12.2019		Your Friendly Local Grocer due – 30% In-class presentations
05.12.2019		In-class presentations