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Psychology 495-01

Consumer Psychology

<b>Instructor:</b>	Dr. Melissa Boyce	<b>Lecture Location:</b>	SS 012
<b>Phone:</b>	403-210-6257	<b>Lecture Days/Time:</b>	TR 11:00 – 12:15pm
<b>Email:</b>	<a href="mailto:mboyce@ucalgary.ca">mboyce@ucalgary.ca</a>		
<b>Office:</b>	A258		
<b>Office Hours:</b>	TBA		

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**Course Description and Goals**

This course focuses on every aspect of being a consumer. It explores how shopping and purchasing possessions and services influence how we feel about and define ourselves. The course will focus on Canadian examples and experimental research, as well as emphasising the role that each of us has, personally, as a consumer.

**Prerequisites**

Psyc 312 – Experimental Design and Quantitative Research Methods in Psychology

**Required Text**

Solomon, M. R., Zaichkowsky, J. L., & Polegato, R. (2010). *Consumer Behaviour: Buying, Having, and Being* (5<sup>th</sup> Canadian Edition). Upper Saddle River, NJ: Pearson Prentice Hall (available in the bookstore).

**Course Website**

The course website is located on blackboard: <https://blackboard.ucalgary.ca/webapps/login/>.

Notes for each week's classes will be posted at the beginning of the week. In addition, information about class assignments, your group project/presentation, as well as announcements and grades will be posted on this site.

## Evaluation

**Exams** (60% of grade): Two exams are scheduled for this course covering text, readings, and lecture material (including any videos). Exams are non-cumulative and will consist of multiple-choice and short-answer questions.

	Date	Material Covered	% of Grade
<b>Exam 1</b>	October 18, 2012	Ch. 1-6	30%
<b>Exam 2</b>	November 22, 2012	Ch. 7-9, 11, 13, 15, & 16	30%

**In-Class Group Assignments** (10% of grade): Two in-class group assignments (Oct 16, Nov 27) worth 5% each. These assignments are intended to help you apply the concepts that you have learned in class. You will work on these assignments in groups of 2-4 and hand them in at the end of class. If you miss an in-class assignment for a valid reason, you may be granted an extension to complete the assignment on your own time as long as you contact me within 48 hours of the assignment; otherwise, you will receive a mark of zero for the assignment.

**Group Project** (30% of grade): The group project will consist of designing a marketing campaign for a product of your choice in groups of 2-3. Your project will involve the following components:

- **Choose a product:** such as personal organizers, cell phones, health food, coffee, laptops, moisturizer, exercise equipment. The product your group chooses is up to you, but I would like you to confirm with me to make sure that multiple groups don't choose the same product.
- **Interview 15-20 consumers:** Create a short survey to interview consumers experienced with the product to determine their current preferences and how they would be influenced to purchase this product.
- **Develop a set of 6 new advertisements** (start with thumbnail sketches) to convince those interviewed to switch to your new competitive product. Develop two ads each using the following three techniques:
  1. **Informational** reference group influence
  2. **Utilitarian** reference group influence.
  3. **Value-Expressive** reference group influence.
- **Show the ad program** to at least five of the consumers interviewed earlier to determine if your ad campaign will be effective. **Ask for their input** regarding improvements (document their thoughts and suggestions).
- Use their input to **finalize the advertising campaign** to present to the class during the last two weeks of class – timeslots to be determined during the first week of class.
- **Present your campaign to the class** in a 15-20 minute presentation.

- **As part of your project, your group will complete a paper (10-15 pages double-spaced not including the completed surveys) to explain the research findings, rationale, and design of your campaign making sure to include:**
  - A description of your product
  - The target market (demographics, lifestyle, etc.)
  - An overview of your advertising campaign
  - An outline of the major ideas obtained from the consumer interviews that were utilized in the campaign
  - Any changes made to the advertising program in the middle of your design based on the consumer feedback
  - The types of media (print, TV commercial, billboards, viral, etc.) to be utilized as part of the advertising campaign and the rationale for using each
  - Techniques used for your ads based on the principles learned during the course
  - The completed surveys, the original ads (thumbnails/sketches), and the final ads

**This paper will be due on Friday, Tuesday, November 27 at the beginning of class.** Further details about each of the components required for your presentation/paper will be provided in class and posted on Blackboard.

It is expected that all members of a group will be present for their presentation to the class; if a group member misses the presentation, s/he will receive a maximum of 50% (for the paper only) for this component of the course. Your group is expected to hand in a hard copy of your paper at the beginning of class on the due date. If you cannot attend class on that day, you must 1) deliver the paper to the main office to be put in my mailbox or 2) email me the paper as a Word file attachment, before noon on the due date. Late papers will be deducted 5% per day (including weekends) up to a maximum of 35% (7 days), at which point, late assignments will no longer be accepted.

#### Grading Scale

A+	96-100%	B+	80-84%	C+	67-71%	D+	54-58%
A	90-95%	B	76-79%	C	63-66%	D	50-53%
A-	85-89%	B-	72-75%	C-	59-62%	F	0-49%

As stated in the University Calendar, it is at the instructor's discretion to round off either upward or downward to determine a final grade when the average of term work and final examinations is between two letter grades. To determine final letter grades, final percentage grades will be rounded up or down to the nearest whole percentage (e.g., 89.5% will be rounded up to 90% = A but 89.4% will be rounded down to 89% = A-).

#### Tentative Lecture Schedule

Week	Date	Topic	Readings
1	T Sep 11	Overview of the Course and Intro to Consumer Psychology	Course Outline Ch 1
	R Sep 13	Introduction to Consumer Psychology	Ch 1

2	T Sep 18	Perception	Ch 2
	R Sep 20	Learning and Memory	Ch 3
	F Sep 21	<i>Last day to drop a course with no W grade and tuition refund.</i>	
3	M Sep 24	<i>Last day for add or swap courses.</i>	
	T Sep 25	Motivation and Values	Ch 4
	R Sep 27	Perspectives on the Self	Ch 5
4	T Oct 2	<b>Group Project Work Period</b>  (you will create your market research surveys for your group project during this class, so that they can be submitted to ethics)	
	R Oct 4	Perspectives on the Self	Ch 5
5	T Oct 9	Personality and Lifestyles	Ch 6
	R Oct 11	Personality and Lifestyles	<b>Ch 6</b>
6	T Oct 16	<b>In-Class Assignment 1</b>	
	R Oct 18	<b>Exam 1</b>	<b>All material to date</b>
7	T Oct 23	Attitudes	Ch 7
	R Oct 25	Attitudes	Ch 7
8	T Oct 30	Attitude Change and Interactive Communications	Ch 8
	R Nov 1	Individual Decision-Making	Ch 9
9	T Nov 6	Individual Decision-Making	Ch 9
	T Nov 8	Group Influence and Opinion Leadership	Ch 11
10	T Nov 13	<b>Reading Days – No Classes</b>	
	R Nov 15	Individual Differences in Consumer Behaviour: Income, Age, and Culture	Ch 13, 15, and 16
11	T Nov 20	Influences of Income, Age, and Culture on Consumer Behaviour	Ch 13, 15, and 16
	R Nov 22	<b>Exam 2</b>	All material since Exam 1
12	T Nov 27	<b>In-Class Assignment 2</b>	<b>Group Projects Due</b>
	R Nov 29	<b>Group Project Presentations</b>	
13	T Dec 4	<b>Group Project Presentations</b>	
	R Dec 6	<b>Group Project Presentations</b>	

### Reappraisal of Grades

A student who feels that a piece of graded term work (e.g., term paper, essay, test) has been unfairly graded, may have the work re-graded as follows. The student shall discuss the work with the instructor within 15 days of being notified about the mark or of the item's return to the class. If not satisfied, the student shall immediately take the matter to the Head of the department offering the course, who will

arrange for a reassessment of the work within the next 15 days. The reappraisal of term work may cause the grade to be raised, lowered, or to remain the same. If the student is not satisfied with the decision and wishes to appeal, the student shall address a letter of appeal to the Dean of the faculty offering the course within 15 days of the unfavourable decision. In the letter, the student must clearly and fully state the decision being appealed, the grounds for appeal, and the remedies being sought, along with any special circumstances that warrant an appeal of the reappraisal. The student should include as much written documentation as possible.

### **Plagiarism and Other Academic Misconduct**

Intellectual honesty is the cornerstone of the development and acquisition of knowledge and requires that the contribution of others be acknowledged. Consequently, plagiarism or cheating on any assignment is regarded as an extremely serious academic offense. Plagiarism involves submitting or presenting work in a course as if it were the student's own work done expressly for that particular course when, in fact, it is not. Students should examine sections of the University Calendar that present a Statement of Intellectual honesty and definitions and penalties associated with Plagiarism/Cheating/Other Academic Misconduct.

### **Academic Accommodation**

It is the student's responsibility to request academic accommodations. If you are a student with a documented disability who may require academic accommodation and have not registered with the Disability Resource Centre, please contact their office at 403-220-8237. Students who have not registered with the Disability Resource Centre are not eligible for formal academic accommodation. You are also required to discuss your needs with your instructor no later than 14 days after the start of this course.

### **Absence From A Test/Exam**

Makeup tests/exams are NOT an option without an official University medical excuse (see the University Calendar). A completed Physician/Counselor Statement will be required to confirm absence from a test/exam for health reasons; the student will be required to pay any cost associated with this Statement. Students who miss a test/exam have 48 hours to contact the instructor and to schedule a makeup test/exam. Students who do not schedule a makeup test/exam with the instructor within this 48-hour period forfeit the right to a makeup test/exam. At the instructor's discretion, a makeup test/exam may differ significantly (in form and/or content) from a regularly scheduled test/exam. Except in extenuating circumstances (documented by an official University medical excuse), a makeup test/exam must be written within 2 weeks of the missed test/exam.

### **Freedom of Information and Protection of Privacy (FOIP) Act**

The FOIP legislation disallows the practice of having student's retrieve tests and assignments from a public place. Therefore, tests and assignments may be returned to students during class/lab, or during office hours, or via the Department Office (Admin 275), or will be made available only for viewing during exam review sessions scheduled by the Department. Tests and

assignments will be shredded after one year. Instructors should take care to not link students' names with their grades, UCIDs, or other FOIP-sensitive information.

### **Course Credits for Research Participation (Max 2% of final grade)**

Students in most psychology courses are eligible to participate in Departmentally approved research and earn credits toward their final grades. **A maximum of two credits (2%) per course, including this course, may be applied to the student's final grade. Students earn 0.5% (0.5 credits) for each full 30 minutes of participation.** The demand for timeslots may exceed the supply in a given term. Thus, students are not guaranteed that there will be enough studies available to them to meet their credit requirements. Students should seek studies early in the term and should frequently check for open timeslots. Students can create an account and participate in Departmentally approved research studies at <http://ucalgary.sona-systems.com>. The last day to participate in studies and to assign or reassign earned credits to courses is **Dec 7, 2012**

### **Evacuation Assembly Point**

In case of an emergency evacuation during class, students must gather at the designated assembly point nearest to the classroom. The list of assembly points is found at <http://www.ucalgary.ca/emergencyplan/assemblypoints>  
Please check this website and note the nearest assembly point for this course.

### **Student Organizations**

Psychology students may wish to join the Psychology Undergraduate Students' Association (PSYCHS). They are located in Administration 170 and may be contacted at 403-220-5567.

**Student Union VP Academic:** Phone: 403-220-3911 [suypaca@ucalgary.ca](mailto:suypaca@ucalgary.ca)  
**Student Union Faculty Rep.:** Phone: 403-220-3913 [socialscirep@su.ucalgary.ca](mailto:socialscirep@su.ucalgary.ca)

### **Important Dates**

The last day to drop this course with no "W" notation and **still receive a tuition fee refund** is **September 21, 2012**. Last day for registration/change of registration is **September 24, 2012**. The last day to withdraw from this course is **December 7, 2012**.