

PSYC 495	Consumer Psychology	Winter 2017
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Instructor:	Dr. Melissa Boyce	Lecture Location:	SH 284
Phone:	403-210-6257	Lecture Days/Time:	MWF 4-4:50pm
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Course Description

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.

Course Learning Outcomes

The Department of Psychology is committed to student knowledge and skill development. The table below lists the key learning outcomes for this course, the program-learning outcomes they facilitate (see psyc.ucalgary.ca/undergraduate/program-learning-outcomes), and the expected level of achievement.

Course Learning Outcomes	PLO(s)	Level(s)
Contrast multiple theories proposed to explain given phenomena within the field of consumer psychology	1, 2, 4, 7	A
Critique various marketing principles and make recommendations for how to improve them based on empirical data	1, 2, 4, 5, 6, 7	A
Apply consumer psychology principles to solve real world marketing challenges	1, 2, 3, 4, 5, 6, 7	A
Create a market research survey and collect and interpret data from that survey in order to inform a marketing campaign	1, 2, 3, 4, 5, 6, 7	A
Work as a member of a team to successfully develop, write up, and orally present a marketing campaign informed by empirical data	1, 2, 3, 4, 5 6, 7	A
Effectively debate a consumer psychology issue by making substantiated arguments in support of a specified position	1, 2, 4, 5, 6	A

Notes. PLOs = Program-Learning Outcomes: 1 = demonstrate knowledge of psychological sciences, 2 = think critically and solve problems, 3 = conduct research and analyze data, 4 = communicate effectively, 5 = demonstrate information literacy, 6 = understand and implement ethical principles, 7 = apply psychological knowledge and skills. Level of PLO achievement facilitated by this course: I = introductory, C = competency, A = advanced.

Prerequisites

PSYC 312 – Experimental Design and Quantitative Research Methods in Psychology

Recommended Text

Solomon, M. R., White, K., & Dahl, D. (2014). *Consumer Behaviour: Buying, Having, and Being* (6th Canadian Edition). Upper Saddle River, NJ: Pearson Prentice Hall (available in the bookstore).

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. No resources are allowed for any of the exams.

	Date	Material Covered	% of Grade
Exam 1	March 3, 2017	Ch. 1-6	30%
Exam 2	March 31, 2017	Ch. 7-9,11	30%

In-Class Debates (10% of grade): Each debate team will be comprised of 5 members with 8 teams in total. Pairs of teams will select a topic (4 topics in total to be chosen) from a list of ethical marketing issues to be debated in class. Teams will have to prepare an argument in the affirmative or the negative for their issue and will draw to determine whether they will debate on February 8 (Debate 1), February 15 (Debate 2), March 13 (Debate 3), or March 20 (Debate 4). Additional information will be provided in class and posted on D2L.

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:** 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 a minimum of 20 consumers:** Create a survey to interview consumers in your marketing demographic to determine their current preferences and how they would be influenced to purchase this product.
- **Develop a set of 6 new draft advertisements/marketing strategies** to convince those interviewed to switch to your new competitive product. Develop two ads/marketing strategies each using the following three approaches: informational, utilitarian, and value-expressive.
- **Show the ad program** to at least six of the consumers interviewed earlier to determine if your ad campaign will be effective. **Ask for their input** regarding improvements and document their thoughts and suggestions.

- Use their input to **finalize the advertising campaign** (which may or may not include all 6 original ad ideas) to present to the class.
- **Present your campaign to the class** (worth 15% of your project grade) in a 15-minute presentation during the last two weeks of class (presentation dates to be drawn in class on January 28).
- **As part of your project, your group will complete a paper** (worth 85% of your project grade) 15-20 pages double-spaced not including the completed surveys, appendices, or references 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 Monday, April 3 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 D2L.

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, that member 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. Late papers will be deducted 5% per day (including weekends) up to a maximum of 35% (7 days), at which point, late papers will no longer be accepted.

Department of Psychology Grade Distribution Policy

The distribution of grades in Psychology courses (the percentage of A grades, B grades, etc.) will be similar to the distribution of grades in other courses in the Faculty of Arts. The Department monitors the grade distributions of 200-, 300-, and 400-level courses in the Faculty to ensure that the grade distributions in Psychology courses are comparable. Based on these reviews, students can expect that 1) up to 30% of grades in 200- and 300-level psychology courses will be “A” grades (A+, A, and A-), and 2) up to 40% of grades 400-level psychology courses will be “A” grades.

Department of Psychology Criteria for Letter Grades

Psychology professors use the following criteria when assigning letter grades:

A+ grade: *Exceptional Performance.* An A+ grade indicates near perfect performance on multiple choice and short answer exams. For research papers/essays/course projects/presentations, an A+ grade is awarded for exceptional work deserving of special recognition and is therefore not a common grade.

A, A- Range: *Excellent Performance.* Superior understanding of course material. Written work is very strong in terms of critical and original thinking, content, organization, and the expression of ideas, and demonstrates student’s thorough knowledge of subject matter.

B Range: *Good Performance*. Above average understanding of course material. Written work shows evidence of critical thinking and attention to organization and editing but could be improved in form and/or content.

C Range: *Satisfactory Performance*. Adequate understanding of course material. Knowledge of basic concepts and terminology is demonstrated. Written work is satisfactory and meets essential requirements but could be improved significantly in form and content. Note: All prerequisites for courses offered by the Faculty of Arts must be met with a minimum grade of C-.

D range: *Marginally meets standards*. Minimal understanding of subject matter. Written work is marginally acceptable and meets basic requirements but requires substantial improvements in form and content. Student has not mastered course material at a level sufficient for advancement into more senior courses in the same or related subjects.

F grade: *Course standards not met*. Inadequate understanding of subject matter. Written work does not meet basic requirements. Student has not demonstrated knowledge of course material at a level sufficient for course credit.

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. In this course there will be no rounding up of final grades, especially in light of the opportunities students have to increase their final grade via research participation.

Tentative Lecture Schedule

Week	Date	Topic	Readings
1	M Jan 9	Overview of the Course	Course Outline
	W Jan 11	Introduction to Consumer Psychology	Ch 1
	F Jan 13	Introduction to Consumer Psychology	Ch 1
2	M Jan 16	Perception	Ch 2
	W Jan 18	Perception	Ch 2
	F Jan 20	Perception <i>Last day to drop Winter Term Half Courses.</i>	Ch 2
3	M Jan 23	Learning and Memory <i>Last day to add or swap Winter Term half courses.</i> <i>Last day for change of registration from audit to credit or credit to audit.</i>	Ch 3
	W Jan 25	Learning and Memory	Ch 3
	F Jan 27	Learning and Memory <i>Fee payment deadline for Winter Term</i>	Ch 3

		<i>fees.</i>	
4	M Jan 30	Group Project Work Period (you will create your market research surveys for your group project during this class, so that they can be submitted to ethics)	
	W Feb 1	Motivation and Values	Ch 4
	F Feb 3	Motivation and Values	Ch 4
5	M Feb 6	Motivation and Values	Ch 4
	W Feb 8	Debate 1 Perspectives on the Self	Ch 5
	F Feb 10	Perspectives on the Self	Ch 5
6	M Feb 13	Perspectives on the Self	Ch 5
	W Feb 15	Debate 2 Personality and Lifestyles	Ch 6
	F Feb 17	Personality and Lifestyles	Ch 6
7	Feb 19 - 26	Reading Week. No lectures. University open (except Family Day).	
8	M Feb 27	Personality and Lifestyles	Ch 6
	W Mar 1	Group Project Work Day 2	
	F Mar 3	Exam 1	All material to date
9	M Mar 6	Attitudes	Ch 7
	W Mar 8	Attitudes	Ch 7
	F Mar 10	Attitudes	Ch 7
10	M Mar 13	Debate 3 Attitude Change and Interactive Communications	Ch 8
	W Mar 15	Attitude Change and Interactive Communications	Ch 8
	F Mar 17	Attitude Change and Interactive Communications	Ch 8
11	M Mar 20	Debate 4 Individual Decision-Making	Ch 9
	W Mar 22	Individual Decision-Making	Ch 9
	F Mar 24	Individual Decision-Making	Ch 9
12	M Mar 27	Group Influences and Opinion Leadership	Ch 11
	W Mar 29	Group Influences and Opinion Leadership	Ch 11
	F Mar 31	Exam 2	All material since Exam 1
13	M Apr 3	Group Project Presentation	Group Projects Due
	W Apr 5	Group Project Presentation	

	F Apr 7	Group Project Presentation	
14	M Apr 10	Group Project Presentation	
	W Apr 12	Group Project Presentation <i>Last day to withdraw from full courses and Winter Term half courses.</i>	

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; no reappraisal of term work is permitted after the 15 days. 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

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services ; SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/.

Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor.

The full policy on Student Accommodations is available at http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy_0.pdf.

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 up to 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 during exam make-up hours provided by the department <http://psychology.ucalgary.ca/undergraduate/exam-review-and-makeup-exams>. If a student cannot write their final exam on the date assigned by the Registrar's Office, they need to apply for a deferred exam http://www.ucalgary.ca/registrar/exams/deferred_final. Under no circumstances will this be accommodated by the department.

Travel During Exams

Consistent with University regulations, students are expected to be available to write scheduled exams at any time during the official December and April examination periods. Requests to write a make-up exam because of conflicting travel plans (e.g., flight bookings) will NOT be considered by the department. Students are advised to wait until the final examination schedule is posted before making any travel arrangements. If a student cannot write their final exam on the date assigned by the Registrar's Office, they need to apply for a deferred exam http://www.ucalgary.ca/registrar/exams/deferred_final. Under no circumstances will this be accommodated by the department.

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 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 **April 12, 2017**.

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 130 and may be contacted at 403-220-5567.

Student Union VP Academic: Phone: 403-220-3911 suvpaca@ucalgary.ca

Student Union Faculty Rep.: arts1@su.ucalgary.ca

Student Ombudsman's Office

The Office of the Student Ombudsmen provides independent, impartial and confidential support for students who require assistance and advice in addressing issues and concerns related to their academic careers. The office can be reached at 403-220-6420 or ombuds@ucalgary.ca

(<http://www.ucalgary.ca/provost/students/ombuds>)

Safewalk

The safewalk program provides volunteers to walk students safely to their destination anywhere on campus. This service is free and available 24 hrs/day, 365 days a year.

Call 403-220-5333.

Important Dates

The last day to drop this course with no "W" notation and **still receive a tuition fee refund** is **January 20, 2017**. Last day for registration/change of registration is **January 23, 2017**. The last day to withdraw from this course is **April 12, 2017**.