

PSYC 495
Consumer Psychology
Fall 2016

Instructor:	Dr. K. Edwin Sheppard	Lecture Location:	SA 017
Phone:	403-220-8970	Lecture Days/Time:	M/W/F: 10:00 – 10:50
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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.

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)
To encourage the appreciation for the value of consumer behaviour in determining successful marketing strategies.	1, 7	C
To review and critique recent conceptual, empirical, and methodological developments in research on consumer behaviour.	1, 2, 5	A
To provide a coherent framework for interpreting consumer relations to marketing stimuli	1, 3, 7	C
To obtain experience applying various behavioural principals to the analysis of marketing problems and the design of marketing strategies.	1, 2	A
To refine analytical and decision making skills and the ability to express conclusions orally and in writing.	2, 3, 4	A
Convey key concepts and theories of interpersonal relationships to real-life settings	1, 4, 7	C
Write a research proposal on a novel topic that could further our understanding of an specific area of interpersonal relationships	1, 2, 3, 4, 7	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

Course Component	Weighting	Date
Exam 1	25%	Wednesday October 21, 2016
Exam 2	30%	To be scheduled by registrar
Group Project 1: Article Summary and Critique	5%	Article and abstract due September 28 Article summary and critique due October 3
Group Project 2: Advertising Analysis	5%	Friday October 14, 2016
Group Project 3: Brand Analysis Presentation	15%	Submit brand by Friday November 4 Submit presentation one week prior to your scheduled date Presentations will occur the final week of class – to be scheduled the second week of the term
Final Paper	15%	Monday November 28, 2016
Participation	5%	Throughout the semester

Exams (55%)

The mid-term exam (25%) will be conducted during class time and will cover material from September 12 – October 19 and will include all lecture and textbook material covered during that time. The exam will consist of multiple choice questions and short answer questions. No electronic devices can be used during the exam period.

The final exam (30%; to be scheduled by the registrar) **will be cumulative**. Exams will consist of multiple-choice, short- and long-answer questions. Questions will be drawn from all materials (lectures, video clips, etc.) presented in class as well as in the textbook. No electronic devices can be used during the exam period.

The use of additional resources (i.e., computers, iPads, iPhones, books, notes, etc.) is NOT permitted for exams in this course. Exam answers must be written in the exam booklets provided during the exam.

Group Assignments (20%):

Throughout the course of the term there will be 3 group-based assignments. The goal of these assignments is to help apply the knowledge learned in class to real-life marketing settings. An overview of the requirements for each assignment is presented below. Students should also monitor the course web site and attend lectures throughout the term regarding the requirements for assignments.

Group Assignment 1: Academic Article Summary and Critique (5%)

In this assignment you will review one research article from a marketing or consumer behaviour academic journal (a list will be provided on D2L). This activity will help you identify and analyze the key components of an empirical research study.

The group will select one academic journal article and submit it to the professor: (i) the complete journal reference information (authors, publication date, journal, title, volume, issue, page numbers, etc.), and (ii) the abstract corresponding to the article. The article must include at least two original studies (meta-analyses will not be accepted). All submissions are subject to the approval by the professor and may be rejected if they are unrelated to the objectives of the course or do not conform to the parameters of the assignment. Submissions of the article and abstract are due by Monday September 26, although earlier submissions are encouraged. Students who do not submit the article by this date will be docked 20% from their final grade of the assignment.

The full article summary and critique (due on Monday October 3) should include the following:

- Complete Journal Reference Information (Note: this should be part of the cover page, and thus, does not count as part of the page limit for the summary/critique)
- The Research Problem, Rationale (Why Is This Worthy Of Study?), and Objectives
- Overview Of The Theory and Hypotheses
- Description of Methodology used to gather data
- Description of Main Findings
- Discussion of Contributions:
 - Theoretical [How are consumer insights and relevant theory extended?]
 - Applied [How Could Organizations Learn/Benefit From The Findings Presented Within?]
- A thorough critique of the article, which will involve a critical evaluation and discussion of limitations (details forthcoming).

The suggested page length of Group Assignment 1 is 5-6 pages double-spaced, not counting cover page or submitted abstract.

Group Assignment 2: Advertising Analysis (5%)

Groups will select an advertisement from a magazine. You must pick two of the consumer behaviour concepts (listed below) and analyze your advertisement accordingly. Specifically, you must note which concepts or theories the company is applying to their ad, indicate whether or not they are applying these concepts effectively, and how the company may be able to improve their use of these concepts. Submissions should be no more than 6 pages (double-spaced). Be sure to identify the source of the advertisement (title of magazine, date of issue) and attach the advertisement to your assignment. Advertisements from the textbook are not acceptable. These assignments are due at the beginning of class on October 14. Late submissions will not be accepted.

The concepts you can choose from are:

- Any two principles from Gestalt psychology (this counts as one course concept)
- Classical or instrumental conditioning
- Nostalgia
- Discrete emotions
- Extended self
- Lifestyle
- Cognitive dissonance
- Consumer interactivity
- Match-up hypothesis
- Elaboration likelihood model

Further details will be provided on D2L at the beginning of the term.

Group Assignment 3: Brand Analysis Presentation (15%):

This assignment will involve analyzing a current brand from the perspective of the concepts and theories discussed in this course. The goal of this assignment is to have you synthesize and apply concepts learned from class to real-world phenomena, learn more from the directed study of a topic in which you have expressed a personal interest, and encourage creativity—a critical skill for a good marketer.

For this assignment, you will:

- Select a current brand of interest (you cannot choose the brand you already used for other assignments, nor can you choose a brand that is discussed in the textbook)
- Obtain background information on the brand from applied/commercial publications (e.g., The Globe and Mail, National Post, Maclean's, Forbes, Fortune, New York Times, Wall Street Journal, etc.) or information available on corporate websites
- Provide some background information relevant to the brand's product category, as well as a SWOT analysis (strengths, weaknesses, opportunities, threats), as well as a competitive review where you compare your brand to two competitors.
- Analyze the brand by applying 2-3 concepts or theories that you have learned in this course. Your analysis should include an explanation of the relevant consumer behaviour concepts or theories, how the brand relates to/applies to these concepts or theories, and an evaluation on the effectiveness of applying these concepts or theories.

Group presentations will take place the final week of class (December 5 – 9). Groups must submit their presentations one week prior to their assigned date (to be selected the second week of lecture). If groups do not submit their presentations they will be docked 20% from their final presentation grade. If a student misses their assigned presentation they will be docked 50% from the final grade for the groups presentation.

Groups must select their brand by Friday November 4. The same brand cannot be used by more than one group. As a result, brands will be assigned on a first come first serve basis – if a group submits a brand before you, you will be required to find a different brand. Thus, it is encouraged that you submit your brand for the final brand analysis before November 4 to ensure that you have the brand you are interested in.

More detailed instructions will be outlined in class and provided on D2L.

Research Proposal (15%)

The research proposal will be a 10-page double-spaced paper of text, plus title page, references, and tables (if any). You must use Times New Roman font, size 12, with margins of 1 inch (2.54 cm) on all four sides of the page, and adhere to the guidelines in the APA manual (6th Edition). The research proposal is due in class on Monday November 28, 2016.

The research proposal will describe a novel experiment that outlines the proposed methodology for a specific study that addresses a specific information gap and that contributes to the literature on consumer psychology. The paper should include an introduction that reviews past studies and explains how your study would extend our knowledge; a method section that describes how the experiment should be done (e.g., participants, manipulations, measures, procedure, etc.); and an implications section that describes how the expected pattern of results will contribute to the literature and applied setting.

Further details will be provided on D2L throughout the semester.

Participation (5%)

Participation grades will be assigned based on each student's comments during each session. In order to benefit from the course material you must read and analyze the assigned readings before each class session. Thorough preparation before each session will help you to consistently offer high-quality comments during the class discussions. You are encouraged to regularly contribute relevant facts, questions, interpretations, examples, terminology, frameworks, and alternative points of view during the class discussions. It is important to understand that the class participation grade is intended not just to provide me with information about your preparation and understanding of the assigned material and your persuasive abilities, but to provide you with an incentive to get involved in discussions and share your unique perspective.

Keep in mind that the participation grade is not a function of the quantity of participation, but the quality of participation.

The following questions will be considered in grading participation:

- Does the student arrive promptly for class and participate in discussions? Do the questions and comments move the discussion forward and contribute to a learning environment?
- Is the student prepared to report facts, analyses, and conclusions? Do comments interpret and integrate case facts using marketing theories, concepts, and analytical tools.
- Does the student take a defensible position on the recommended course of action? Are the arguments and answers to questions persuasive?
- Is the student able to communicate effectively? Are comments presented in a concise, compelling, and convincing manner?
- Does the student listen to other comments? Is the student able to build upon and evaluate other comments? Does the student learn from and show respect for other speakers and their points of view?

Your discussion performance will be graded following each class session based on the considerations above.

Assignment Format

Unless otherwise stated, all assignments must be:

- Double-spaced
- Include a title page and references
- Use Times New Roman font, size 12 with margins of 1 inch (2.54 cm) on all four sides of the page
- Adhere to the guidelines in the APA manual (6th Edition).

Submission of Assignments/Papers: You are expected to hand in your printed assignments at the beginning of class on the assigned due dates. Electronic submissions will **NOT** be accepted. A 10% penalty will be assessed for each work day that the paper is late (including weekends). It is your responsibility to ensure that I receive the assignment on time. Late assignments may be handed in at the Psychology Office Dropbox (after hours, the grey box outside this office), but will still be subject to late penalties.

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.

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/Activity/Readings/Due Date	
1	M Sep12	Overview of the course and Introduction to Consumer Psychology Lecture begins.	Ch. 1
	W Sep 14	Introduction to Consumer Psychology continued	Ch. 1
	F Sep 16	Introduction to Consumer Psychology continued	Ch. 1
2	M Sep 19	Perception	Ch. 2
	W Sep 21	Perception Continued	Ch. 2
	F Sep 23	Perception Continued Last day to drop full courses (Multi-term) and Fall Term half courses. No refunds for full courses (Multi-term) or Fall Term half courses after this date.	Ch. 2
3	M Sep 26	Learning and Memory Last day to add or swap full courses (Multi-term) and Fall Term half courses. Last day for change of registration from audit to credit or credit to audit.	Ch. 3 Article reference and abstract due
	W Sep	Learning and Memory Continued	Ch. 3

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	F Sep 30	Learning and Memory Continued Fee payment deadline for Fall Term full and half courses.	Ch. 3
4	M Oct 3	Motivation and Affect	Ch. 4 Article Critique Due
	W Oct 5	Motivation and Affect Continued	Ch. 4
	F Oct 7	Motivation and Affect Continued	Ch. 4
5	M Oct 10	Thanksgiving Day, University closed (except Taylor Family Digital Library, Law, Medical, Gallagher and Business Libraries). No lectures.	
	W Oct 12	Motivation and Affect Continued	Ch. 4
	F Oct 14	The Self	Ch. 5 Advertising Analysis Due
6	M Oct 17	The Self	Ch. 5
	W Oct 19	The Self	Ch. 5
	F Oct 21	Exam 1: Monday September 12 – Monday October 24	All material to date
7	M Oct 24	Personality, Lifestyles, and Values	Ch. 6
	W Oct 26	Personality, Lifestyles, and Values	Ch. 6
	F Oct 28	Personality, Lifestyles, and Values	Ch. 6
8	M Oct 31	Attitudes	Ch. 7
	W Nov 2	Attitudes Continued	Ch. 7
	F Nov	Attitude Change and Interactive Communications	Ch. 8

	4		Submit selected brand for Brand Analysis
9	M Nov 7	Attitude Change and Interactive Communications Continued	Ch. 8
	W Nov 9	Attitude Change and Interactive Communications Continued	Ch. 8
	Nov 10--13	Reading Days. No lectures.	
	F Nov 11	Remembrance Day (Observed). University Closed (except Taylor Family Digital Library, Law, Medical, Gallagher and Business Libraries). No lectures.	
10	M Nov 14	Individual Decision Making	Ch. 9
	W Nov 16	Individual Decision Making Continued	Ch. 9
	F Nov 18	Individual Decision Making Continued	Ch. 9
11	M Nov 21	Buying and Disposing	Ch. 10
	W Nov 23	Buying and Disposing Continued	Ch. 10
	F Nov 25	Buying and Disposing Continued	Ch. 10
12	M Nov 28	Group Influence and Social Media	Ch. 11 Final Paper Due
	W Nov 30	Group Influence and Social Media Continued	Ch. 11
	F Dec 2	Group Influence and Social Media Continued	Ch. 11
13	M Dec 5	Group Presentations	
	W Dec 7	Group Presentations	
	F Dec 9	Group Presentations Fall Term Lectures End.	

		Last day to withdraw with permission from Fall Term half courses.	
	Dec 12-22	Fall Term Exam Period.	

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-and-course-information#mues>. 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:

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 9, 2016**.

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 [suyaca@ucalgary.ca](mailto:suypaca@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 **September 23, 2016**. Last day for registration/change of registration is **September 26, 2016**. The last day to withdraw from this course is **December 9, 2016**.