



PSYC 495

Consumer Psychology

Fall 2013

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|----------------------|--|---------------------------|-------------------|
| Instructor: | Dr. Melissa Boyce | Lecture Location: | EDC 278 |
| Phone: | 403-210-6257 | Lecture Days/Time: | TR 5:00 – 6:15 pm |
| Email: | mboyce@ucalgary.ca | | |
| Office: | Admin 258 | | |
| Office Hours: | TBA | | |

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

Psychology 205 or Psyc 200 and 201 – Principles of Psychology I & II
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).

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 |
|---------------|-------------------|---------------------------|------------|
| Exam 1 | October 17, 2013 | Ch. 1-6 | 30% |
| Exam 2 | November 21, 2013 | Ch. 7-9, 11, 13, 15, & 16 | 30% |

In-Class Group Assignments (10% of grade): Two in-class group assignments (Oct 15, Nov 26) 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 and presenting a marketing campaign for a product of your choice in groups of 2-3. As part of your project, your group will complete a paper (10-15 pages double-spaced not including the completed surveys, appendices, or references) to explain the research findings, rationale, and design of your campaign. This paper will be due on Friday, Tuesday, November 26 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.

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

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|----|---------|----|--------|----|--------|----|--------|
| 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 | T Sep 10 | Lecture begins. Overview of the Course and Intro to Consumer Psychology | Course Outline Ch 1 |
| | R Sep 12 | Introduction to Consumer Psychology | Ch 1 |
| 2 | T Sep 17 | Perception | Ch 2 |
| | R Sep 19 | Learning and Memory | Ch 3 |
| | F Sep 20 | <i>Last day to drop a course with no W grade and tuition refund.</i> | |
| 3 | M Sep 23 | <i>Last day for add or swap courses. Last day for change of registration from audit to credit or credit to audit.</i> | |
| | T Sep 24 | Motivation and Values | Ch 4 |
| | R Sep 26 | Perspectives on the Self | Ch 5 |
| | F Sep 27 | <i>Fee payment deadline for Fall Term full and half courses.</i> | |

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|----|------------|--|-----------------------------|
| 4 | T Oct 1 | 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) | |
| | R Oct 3 | Perspectives on the Self | Ch 5 |
| 5 | T Oct 8 | Personality and Lifestyles | Ch 6 |
| | R Oct 10 | Personality and Lifestyles | Ch 6 |
| 6 | M Oct 14 | <i>Thanksgiving Day, University closed (except Taylor Family Digital Library, Law, Medical, Gallagher and Business Libraries). No lectures.</i> | |
| | T Oct 15 | In-Class Assignment 1 | |
| 7 | R Oct 17 | Exam 1 | All material to date |
| | T Oct 22 | Attitudes | Ch 7 |
| 8 | R Oct 24 | Attitudes | Ch 7 |
| | T Oct 29 | Attitude Change and Interactive Communications | Ch 8 |
| 9 | R Oct 31 | Individual Decision-Making | Ch 9 |
| | T Nov 5 | Individual Decision-Making | Ch 9 |
| 10 | T Nov 7 | Group Influence and Opinion Leadership | Ch 11 |
| | M Nov 11 | <i>Remembrance Day (Observed). University Closed (except Taylor Family Digital Library, Law, Medical, Gallagher and Business Libraries). No lectures.</i> | |
| 11 | T Nov 9-12 | Reading Days – No Classes | |
| | R Nov 14 | Individual Differences in Consumer Behaviour: Income, Age, and Culture | Ch 13, 15, and 16 |
| 12 | T Nov 19 | Influences of Income, Age, and Culture on Consumer Behaviour | Ch 13, 15, and 16 |
| | R Nov 21 | Exam 2 | All material since Exam 1 |
| 13 | T Nov 26 | In-Class Assignment 2 | Group Projects Due |
| | R Nov 28 | Group Project Presentations | |
| | T Dec 3 | Group Project Presentations | |
| | R Dec 5 | Group Project Presentations <i>Fall Term Lectures End</i> | |
| | F Dec 6 | <i>Last day to withdraw with permission from Fall Term half courses.</i> | |
| | Dec 9-19 | 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

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.

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 except under exceptional circumstances. Students are advised to wait until the final examination schedule is posted before making any travel arrangements.

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 6, 2013**

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
Student Union Faculty Rep.: Phone: 403-220-3913 socialscirep@su.ucalgary.ca

Student Ombudsman's Office

The Office of the Student Ombuds 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.su.ucalgary.ca/services/student-services/student-rights.html>).

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 20, 2013**. Last day for registration/change of registration is **September 23, 2013**. The last day to withdraw from this course is **December 6, 2013**.