



Psychology 495

Consumer Psychology

Winter 2014

<b>Instructor:</b>	Dr. Melissa Boyce	<b>Lecture Location:</b>	SH 274
<b>Phone:</b>	403-210-6257	<b>Lecture Days/Time:</b>	TR 11:00 – 12:15 pm
<b>Email:</b>	<a href="mailto:mboyce@ucalgary.ca">mboyce@ucalgary.ca</a>		
<b>Office:</b>	Admin 258		
<b>Office Hours:</b>	By appointment		

**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

**Recommended Text**

Solomon, M. R., White, K., & Dahl, D. (2014). *Consumer Behaviour: Buying, Having, and Being* (6<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>	February 25, 2014	Ch. 1-6	30%
<b>Exam 2</b>	April 1, 2014	Ch. 7-9, 11, 13, 15, & 16	30%

**In-Class Group Assignments** (10% of grade): Two in-class group assignments (Feb 13, March 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 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 appendices or references) to explain the research findings, rationale, and design of your campaign. This paper will be due on Thursday, March 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.

### **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	R Jan 9	Overview of the Course and Intro to Consumer Psychology	Course Outline Ch 1
2	T Jan 14	Introduction to Consumer Psychology	Ch 1
	R Jan 16	Perception	Ch 2
	F Jan 17	<b><i>Last day to drop a course with no W grade and tuition refund.</i></b>	
3	M Jan 20	<b><i>Last day for add or swap courses. Last day for change of registration from audit to credit or credit to audit.</i></b>	
	T Jan 21	Learning and Memory	Ch 3
	R Jan 23	Motivation and Values	Ch 4
	F Jan 24	<b><i>Fee payment deadline for Winter term fees.</i></b>	
4	T Jan 28	Perspectives on the Self	Ch 5

	R Jan 30	<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)	
5	T Feb 4	Perspectives on the Self	Ch 5
	R Feb 6	Personality and Lifestyles	Ch 6
6	T Feb 11	Personality and Lifestyles	<b>Ch 6</b>
	R Feb 13	<b>In-Class Assignment 1</b>	
7	T Feb 16	<b>Reading Days. No classes. University open.</b>	
	T Feb 18		
8	T Feb 25	<b>Exam 1</b>	<b>All material to date</b>
	R Feb 27	Attitudes	Ch 7
9	T Mar 4	Attitudes	Ch 7
	R Mar 6	Attitude Change and Interactive Communications	Ch 8
10	T Mar 11	Individual Decision-Making	Ch 9
	R Mar 13	Individual Decision-Making	Ch 9
11	T Mar 18	Group Influence and Opinion Leadership	Ch 11
	R Mar 20	Individual Differences in Consumer Behaviour: Income, Age, and Culture	Ch 13, 15, and 16
12	T Mar 25	Influences of Income, Age, and Culture on Consumer Behaviour	Ch 13, 15, and 16
	R Mar 27	<b>In-Class Assignment 2</b>	<b>Group Projects Due</b>
13	T Apr 1	<b>Exam 2</b>	All material since Exam 1
	R Apr 3	<b>Group Presentations</b>	
14	T Apr 8	<b>Group Presentations</b>	
	R Apr 10	<b>Group Presentations</b>	
15	M Apr 14	<b><i>Last day to withdraw from full courses and Winter Term half courses.</i></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; 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 **April 14, 2014**.

### **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)

### **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 17, 2014**. Last day for registration/change of registration is **January 20, 2014**. The last day to withdraw from this course is **April 14, 2014**.