

Consumer Behaviour

ADMS 3210-M

Winter 2024

Course Information

Course Instructor: Andrew Temes

Class Location: Calumet College, 108

Course Time & Days: Mon 11:30am-2:30pm

eMail: atemes@yorku.ca – Please include in the subject line: “ADMS 3210-M _____”

Office Hours & Location: By Appointment

Course Overview

Course Description

Consumer behavior is interested in why consumers behave the way they do. This knowledge is important to marketers, policy makers, academics, and consumers alike. For marketers, virtually all decisions involved in developing an effective marketing mix can be better informed by knowledge about target consumers. When we understand how consumers tick, we can better predict how they will react to a variety of marketing practices—such as advertising, new product development, sales approaches, and the management of customer relationships.

For policy makers, consumer behavior research can serve as an insight into initiating change. Policy makers often try to change unhealthy consumption behaviors, like smoking, binge eating, and gambling. A better understanding of the reasons behind such behavior may help stem or prevent such behavior from occurring.

From an academic perspective, the study of consumer behavior is important because the consumer context provides new insights into understanding the motivations behind, the processes involved, and the consequences of decision-making.

Lastly, and perhaps most importantly, the study of consumer behavior is important for us as consumers. We live in a consumer culture, and whether we recognize it or not, we are constantly engaging in consumer activities, whether it being listening/seeing an ad, shopping for groceries, choosing what entertainment to stream, putting on branded clothes, or deciding what to post on social media. When we dive deeper into what makes consumers tick, we gain knowledge about what makes us tick too.

Course Learning Objectives

1. To gain an understanding of fundamental theories of consumer behavior

2. Think about and analyze marketing problems and issues from a consumer behavior perspective
3. To understand your own and others' consumer behavior
4. Group dynamics and team building skills
5. Writing skills
6. Presentation skills

Required Course Materials

Consumer Behaviour, Canadian Edition; Solomon, M., Main, K., White, K., Dahl, D., & Simpson, B; Pearson Canada, 9th edition, 2023

Course Registration

You must be registered to attend this class. If you are not officially registered in this course you must do so BEFORE the “Add Without Permission” date, as you will not be allowed to register after that date - due to the group work required. Any requests should be referred to apsas@yorku.ca – the Instructor CANNOT give permission to join this course.

Course Communication Plan

Best way to reach me is via eMail at atemes@yorku.ca – Please include in the subject line: “ADMS 3210-M _____” – **failure to do so will result in your message being ignored.** Please allow me two business days to acknowledge or respond; if you do not get any response or acknowledgement of your note, **please send again.**

Course Expectations

- In-person attendance each week (participation will be taken)
- Students are expected to be on time and prepared for class
- Write your name on a tent card, and bring it to ALL classes! If you forget one day, please free-style a new one
- When instructed, class participation is encouraged (and will contribute to your overall grade), otherwise chat and other interruptions are not acceptable
- All material submissions will be via eClass
- All (group) presentations will be submitted in video format via eClass
- All exams and quizzes will be administered via eClass
- Please ensure cell phones are turned OFF
- Food is permitted in class, as long as it's not disruptive (smelly or noisy). Take extra caution with beverages around electronics. Please clean up after yourself
- Laptops and tablets are permitted in class - as long as they do not disrupt the class. Please turn all electronics on silent when you enter the class!
- Try to leave during breaks – NOT during class

Course Evaluation

Note: Due dates ARE subject to change. Announcements re: confirmed dates, times and details will be made IN LECTURES & on eCLASS!

Assessment	Due Date	Weight %	Course Learning Outcome
Quiz	Week 4	5%	1, 2, 3
Mid-Term Exam	Week 6	30%	1, 2, 3
In-Class Participation	Ongoing	5%	1, 2, 3, 4, 6
Group Report - Proposals & Contract	Week 7	5%	1, 2, 3, 4, 5
Group Report - Written	Week 11	20%	1, 2, 3, 4, 5,
Group Report - Video	Week 11	15%	1, 2, 3, 4, 5, 6
Final Exam	Week 12	20%	1, 2, 3
		100%	

Assessment Descriptions

Quiz:

During Week 4, you will complete an online quiz (5%) (details to be provided in class and on eClass). The quiz will be multiple choice, administered via eClass, will cover material from Weeks 1-3 (lectures and text), and is intended to give you a preview of what to expect in the mid-term exam.

Exams:

Exams will be administered via eClass in weeks 6 (30%) & 12 (20%) (details to be provided in class and on eClass). Questions will be multiple choice and you will be required to complete the exam in a limited amount of time. The content will include lectures, classroom topics and ALL chapters of the text (whether covered in the lectures or not). The focus will be based on both TEXT AND LECTURE MATERIAL! THESE ARE CLOSED BOOK EXAMS.

In Class Participation:

This portion of your grade will be a function of your individual participation in class discussions. Marks are not awarded for attendance, but being absent will hurt your contribution as you cannot participate if you don't show up!

To earn individual participation marks, worth 5% of your grade:

- Attend class and arrive on time

- Participate!
- Demonstrate initiative by sharing personal examples and observations relevant to the class discussion
- Listen and respectfully respond to comments made by other students
- Display your name card at every class!

The following point-rating is a guide on which your final contribution score will be based:

0 = absent, late without prior notification, distracting behavior or no contribution

1 = minimal contribution

2 = satisfactory contribution

3 = outstanding contribution

Not all comments are graded equally - one awesome comment earns more consideration than multiple average comments. Comments that are thoughtful, insightful, demonstrate preparation, show mastery of material, and/or enhance the learning environment for your classmates are especially valuable.

Group Project (40%):

Working in a group, you will choose a mainstream, best-selling consumer behaviour book; you and your group will do a report about what you have learned from the book. It is an important aspect of this course as it allows you to demonstrate what you've learned in a creative way. It involves a proposal and contract (5%), written case-study (20%), and video presentation (15%). A detailed description of the project is provided on eClass and will be reviewed in class.

Technical Requirements

You will be required to complete both a mid-term and final exam online via eClass; there will also be an online quiz administered via eClass, and a group assignment to be handed in on eClass. For these course requirements you will need to use a computer with internet access.

For assistance with eClass, you can access the [Student Guide to eClass](#).

To determine Internet connection and speed, there are online tests, such as [Speedtest](#), that can be run. If you need technical assistance, please consult the [University Information Technology \(UIT\) Student Services](#) web page. For more specific assistance, please write to askit@yorku.ca.

Course Schedule: Weekly Readings and Activities

You are expected to read the chapters on your own and before each class. The schedule is tentative and subject to change.

Week	Topic	9 th Ed. Chpt	Notes/ Resources/ Exams/ Cases/ Assignments
1 Jan 8	Introduction to Consumer Behaviour	1	
2 Jan 15	Perception Learning and Memory	2 3	
3 Jan 22	Motivation and Affect The Self	4 5	
4 Jan 29	Personality, Lifestyle, and Values	6	Quiz (details to be provided) (All Text & Lecture Material To-Date)
5 Feb 5	Attitudes Attitude Change and Marketing Communication	7 8	Groups to be Assigned by Instructor
6 Feb 12	Mid-Exam (via eClass – No Lecture)		Mid-Term Exam (All Text & Lecture Material To-Date)
Feb 19-23	Reading Week		
7 Feb 26	Individual Decision Making Group Influence and Social Media	9 10	Group Report - Proposals & Contract Due
8 Mar 4	Buying, Using, and Disposing Income and Social Class	11 12	
9 Mar 11	Cultural Influences on Consumer Behaviour	13	
10 Mar 18	Group Work (No Lecture)		
11 Mar 25	Group Report Due (via eClass – No Lecture)		Group Report Written, Video & Peer Evaluation Due
12 Apr 1	Final Exam (via eClass – No Lecture)		Final Exam (All Text & Lecture Material To-Date)

Appendix: Other Course Policies

eMail Etiquette:

eMails with your Professors are professional communications and should be treated as such. Please use proper grammar and formatting and list the course code and section in the subject line (e.g., ADMS 3210-M).

Grades:

If you have any concerns about your grade on a specific assignment, please adhere to the 24/7 Policy:

- Wait at least 24 hours from the time your grade is posted
- Appeal within 7 days from the time your grade is posted
- Review any feedback already provided on eClass
- State your concerns in writing, citing specific reasons; you must provide a rationale for your concern other than simply wanting a higher grade

Please note that I do not allow work to be resubmitted or for additional work to be assigned. It is critical that you follow the directions provided and put the appropriate effort in the first time.

Schedule Changes

From time to time, there may be changes in the class schedule. If this is the case, I will try to give you as much notice as possible.

Late Work Policy

Late work will not be accepted, unless the student has provided a valid excuse prior to the due date, and I have offered an extension; this must be documented in eMail.

Using Generative Artificial Intelligence in this Course

Students are not permitted to use generative artificial intelligence (AI) in this course. Submitting any work created through the use of generative AI tools will be considered a violation of York University's [*Senate Policy on Academic Honesty*](#). If you do not know whether an online resource or tool can be used in this course, please contact your Instructor for guidance. For more information, please review [AI Technology & Academic Integrity: Information for Students](#).

Using Citations

Whenever you are using information or content from another source, it is imperative that you indicate as such in your work. The specific format of citation is up to you.

Appendix: Faculty of Liberal Arts & Professional Studies Course Policies

Intellectual Property

All materials prepared for ADMS3210-M at York University are the intellectual property of Andrew Temes unless otherwise stated. This includes, but is not limited to, the following material: lecture notes, handouts and recordings; assignment handouts and instructions; spoken and written presentations; audio and video recordings; lecture slides; and questions and/or solution sets for assignments, quizzes, tests and exams.

Third-party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed for use in this course or fall under an exception or limitation in Canadian copyright law. Students may not publish, post on an Internet site, sell, or otherwise distribute any course materials or work without the instructor's express permission. Course materials should only be used by students enrolled in this course.

Copying this material for distribution (e.g., uploading material to a commercial third-party website) may lead to a charge of misconduct according to York's [Code of Student Rights and Responsibilities](#), the [Senate Policy on Academic Honesty](#), and/or legal consequences for copyright violations.

Grading

The grading scheme for this course conforms to the 9-point system used in undergraduate programs at York University. For a full description of the York grading system, visit the York University [Academic Calendar](#).

GRADE	GRADE POINT	PERCENT RANGE	DESCRIPTION
A+	9	90-100	Exceptional
A	8	80-89	Excellent
B+	7	75-79	Very Good
B	6	70-74	Good
C+	5	65-69	Competent
C	4	60-64	Fairly Competent
D+	3	55-59	Passing
D	2	50-54	Marginally Passing
E	1	(marginally below 50%)	Marginally Failing
F	0	(below 50%)	Failing

Course Policies

All students are expected to familiarize themselves with the following information:

- [Student Rights & Responsibilities](#)
- [Academic Accommodation for Students with Disabilities](#)

Academic Integrity

As a student at York University, you have a responsibility to both understand and uphold the integrity of the academic experience. The Faculty of Liberal Arts & Professional Studies supports the International Center for Academic Integrity's [definition of academic integrity](#). That is, you will be committed to acting in all academic matters, even in the face of adversity, with honesty, trust, fairness, courage, respect, and responsibility. Here is how you can demonstrate academic integrity in the completion of this course:

- **Respect the ideas of others:** Your course work should represent your own knowledge and ideas. [You should not falsely claim credit for ideas that are not your own, by presenting another's work as yours](#). If you are quoting, paraphrasing, or summarizing another person's work in order to support your own ideas, identify the work and the author through proper citation practices. For more information about how to cite properly, use the [Student Papers and Academic Research Kit](#) (SPARK). You can improve your writing, research, and personal learning abilities through the [Learning Commons](#), or by visiting the [Writing Centre](#) or [ESL Open Learning Centre](#).
- **Respect your peers:** [Know when you are allowed to collaborate](#). Ask your instructor about what group work entails when it comes to the [sharing of work](#). In test situations and assignments, don't steal or give answers to your peers, whether in-person or online (e.g., in group chats and/or on [third-party content-sharing websites](#), such as Chegg, Course Hero, etc.). Both cheating and aiding in a breach of academic honesty are violations of York University's academic honesty policy.
- **Respect your course instructor(s):** Understand what your instructors are asking of you in class, as well as on assignments, tests and/or exams. If you are unsure, ask your professor or teaching assistant. They are committed to making you feel supported and want to assess you fairly and with integrity. Please do not submit the same piece of work for more than one course without your instructor's permission. That can be considered an act of cheating.
- **Respect yourself:** When you act with integrity, you know that your work is yours and yours alone. You do not allow others to take tests for you. [You do not buy or otherwise obtain term papers or assignments](#). You do the work. As a result, you know that you *earned* the grades that you receive, so you can be proud of your

York degree. By acting with integrity in your course work, you are also practising a valuable professional skill that is important in all workplaces.

- **Take responsibility:** If you have acted in an academically dishonest way, you can demonstrate courage and take responsibility for your mistake. You can admit your mistake to your course instructor as soon as possible.

Students who engage in academic dishonesty can be subject to disciplinary action under the [Senate Policy on Academic Honesty](#). Your lack of familiarity with the Senate Policy does not constitute a defense against its application. Some academic offences can also constitute offences under the [Criminal Code of Canada](#), which means that you may also be subject to criminal charges.

Turnitin

To promote academic integrity in this course, students will normally be required to submit their written assignments to Turnitin (via the course's eClass site) for a review of textual similarities and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin service are described on the Turnitin.com website. York students may opt out of using Turnitin. If you wish to opt out, you should contact your instructor as soon as possible.

Accessibility

While all individuals are expected to satisfy the requirements of their program of study and to aspire to achieve excellence, the University recognizes that persons with disabilities may require reasonable accommodation to enable them to perform at their best. The University encourages students with disabilities to register with [Student Accessibility Services](#) to discuss their accommodation needs as early as possible in the term to establish the recommended academic accommodations that will be communicated to Course Directors through their Letter of Accommodation (LOA).

Please let your instructor know as early as possible in the term if you anticipate requiring academic accommodation so that we can discuss how to consider your accommodation needs within the context of this course. Sufficient notice is needed so that reasonable steps for accommodation can be discussed. Accommodations for tests/exams normally require three (3) weeks (or 21 days) before the scheduled test/exam to arrange.

Religious Observance Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community, and making reasonable and appropriate [accommodations to adherents for observances of special significance](#). Should any of the dates specified in this syllabus for course examinations, tests, or deadlines conflict with a date of religious significance, please contact the instructor within the first three (3) weeks of class. If the date falls within the formal examination periods, you must complete and submit a [Religious Accommodation for Examination Form](#) at least three (3) weeks before the start of the exam period.

Student Conduct in the Learning Environment

York University is committed to fostering teaching and learning environments that are free of disruptive and/or harassing behaviour, are physically safe, and conducive to effective teaching and learning. Students and instructors are expected to maintain a professional relationship characterized by courtesy, civility, and mutual respect and to refrain from actions disruptive to such a relationship. Individuals who fail to adhere to such standards and who violate University or public law may be subject to disciplinary action by the University.

For more information, see the policies on [Disruptive and/or Harassing Behaviour in Academic Situations](#) and [Student Conduct and Responsibilities](#), as well as the [Code of Student Rights & Responsibilities](#).

Netiquette for eClass and Online Learning

Students and instructors have a joint responsibility to create and maintain a welcoming and inclusive learning environment. All students are expected to conduct themselves in accordance with the [Code of Student Rights and Responsibilities](#). Please review and familiarize yourself with behaviours that support “netiquette” in virtual classrooms by consulting the [Student Guide to eLearning](#).

Appendix: Student Support and Resources

To help you succeed academically, York University offers a wide range of resources and services. Everything from writing workshops and peer mentorship to wellness support and career guidance is available to fulfill our LA&PS students' needs. Explore the links below to access these on-campus resources:

- [Academic Advising](#) is available to provide students support and guidance in making academic decisions and goals.
- [Student Accessibility Services](#) are available for support and accessibility accommodation when required.
- [Student Counselling, Health & Wellbeing](#) offers workshops, resources, and counselling to support your academic success.
- [Peer-Assisted Study Sessions \(PASS\) Program](#) provides student study sessions for students to collaborate and enhance their understanding of course content in certain courses.
- [Student Numeracy Assistance Centre at Keele \(SNACK\)](#) supports students in courses involving math, stats, and Excel.
- [The Writing Centre](#) provides multiple avenues of writing-based support including drop-in sessions, one-to-one appointments, a Multilingual Studio, and an Accessibility Specialist.
- [ESL Open Learning Centre \(OLC\)](#) supports students with building proficiency in reading, writing, and speaking English.
- [Learning Skills Services](#) provides tips for time management, effective study and learning habits, keeping up with coursework, and other learning-related supports.
- [Learning Commons](#) provides links to supports for time management, writing, study skills, preparing for exams, and other learning-related resources.
- [Roadmap to Student Success](#) provides students with timely and targeted resources to help them achieve academic, personal, and professional success.
- [Office of Student Community Relations \(OSCR\)](#) is responsible for administering the [Code of Student Rights & Responsibilities](#) and provides critical incident support.
- [goSAFE](#) is staffed by York students and can accompany York community members to and from any on-campus location, such as the Village Shuttle pick-up hub, parking lots, bus stops, or residences.

For a full list of academic, wellness, and campus resources visit [Student Support & Resources](#).