



## NSRIC – Consumer Behaviour

### 1.0 Faculty Information

Name: Kathy Chen

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### 2.0 Course Information

Course Code and Title Month Year	Consumer Behaviour April 2023
Class Days	Any Week day
Class Time	Any time during day/night
Course Credit Hours	3
Class Location	NSRIC online platform
a. prerequisites and/or co-requisites	N/A
Level /A, E, H, I, K12, M, P, S, T, U, V, W	C, Graduate courses/U

**Note:** The below classification of courses is related any areas of knowledge:

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**A:** Advanced level academic level courses; **C:** Canadian Immigration Course; **E:** Executive courses; **H:** Higher-level courses (i.e., graduate courses); **I:** Intermediate courses (i.e., university preparatory courses – Grade XII+); **K12:** Foundational, and lower-level courses; **M:** Mid-level courses (i.e., undergraduate courses); **P:** Professional courses; **S:** Short/seminar courses; **T:** Training courses; **U:** Tutorial Courses; **V:** Vocational training courses; and **W:** Workshop courses.

### 3.0 Professor Information

Name	Kathy Chen
Title	Lecturer
Contact Information	Email: <a href="mailto:kathy.chen@warwick.ac.uk">kathy.chen@warwick.ac.uk</a>
Office Location	NSRIC online platform
Office Hours	1:00-2:00 pm (EST) Wednesday

### 4.0 TA Information

Name	N/A
Contact Information	N/A
Office Location	NSRIC online platform

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## 5.0 Course Description

This course examines how individual behaves, thinks, and feels and what this means for marketing activities in both business to consumer and business to business contexts. Theories and concepts from psychology, sociology, and economics are integrated to understand consumer behaviour and how marketers use these tools to predict consumer behaviour. This course will be delivered to students by a seminar style, with mix instruction formats of case studies, in-class discussions, and assigned readings. Students are expected to finish this course by providing an individual coursework.

## 6.0 Course Learning Outcomes

Upon successful completion of this course, students will be able to:

- CLO1: Understand psychological, sociological, and economic theories in consumer behaviour
- CLO2: Select the appropriate theories to evaluate and assess marketing strategies and practices
- CLO3: Understand consumer behaviour processes and challenges
- CLO4: Be able to design and assess marketing tactics based on consumer behaviour theories

## 7.0 How the course supports the attainment of the student outcomes

Student Learning Outcomes (1-6)					
1	2	3	4	5	6
Very limited minimal	Simplistic limited emerging inconsistent	Adequate developing satisfactory acceptable basic	Proficient reasonable good capable	Skilled very good applies successfully	Excellent high-quality comprehensive insightful

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## 8.0 Course Materials

### *Online course materials*

- 1) Online PowerPoint presentation slides in pdf form, and video/audio recording of lectures
- 2) Additional Course materials (if any)

### *Textbook and resources (If any)*

#### **Core Reading**

- 1) East, Robert; Singh, Jaywant; Wright, Malcolm; Vanhuele, Marc (2017). Consumer Behaviour Applications in Marketing (3rd edition), ISBN: 978-1-47391-949-5, SAGE Publications Ltd. (Chapter 1 & 2 for week 1; Chapter 3 for week 2; Chapter 7 for week 3; Chapter 8 for week 4; Chapter 9 for week 5; Chapter 10, 12, 13 for week 6)

#### **Recommended Reading**

- 2) Fitzsimons, Gráinne M., Tanya L. Chartrand, Gavan J. Fitzsimons, and John Deighton Served as Editor and Baba Shiv Served as Associate Editor for This Article. (2008). "Automatic Effects of Brand Exposure on Motivated Behavior: How Apple Makes You "Think Different"." Journal of Consumer Research 35, no. 1 p21-35
- 3) Icek Ajzen, (1991). The theory of planned behaviour, organizational behavior and human decision processes 50, p179-211
- 4) Katherine N. Lemon & Peter C. Verhoef (2016) "Understanding Customer Experience Throughout the Customer Journey", Journal of Marketing: AMA/MSI Special Issue Vol 80. p69-96
- 5) Thomas H Davenport, Leandro Dalle Mule, John Lucker (2011), Know what your customers want before they do, Harvard Business Review

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## 9.0 Academic Integrity

Students are encouraged to have a look at the NSRIC's statement of academic integrity at NSRIC website. It is noted that by signing this syllabus, you will acknowledge that you have understood that any detected plagiarism should be reported.

## 10. Assessment for Grade

The course grade is only related to the academic courses (i.e., K12, and university level courses) based on individual and team performance as shown in Table 1:

**Table 1:** NSRIC grading system

Type of Assessment	Grade %
Participation/Engagement/Performance	10%
Weekly assignment	10%
Summative Exam	10%
Quizzes	10%
Final Coursework	60%
<b>Total</b>	<b>100%</b>

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## Important Note:

- i) The below classified courses (i.e., academic courses) will only be evaluated based on the grade system shown in Table 2. A grade and certificate will be issued for the student(s) and participant(s).  
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- ii) The below classified courses will **not** be evaluated based on the grade system shown in Table 2. A certificate will be issued for the student(s) and participant(s).  
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## ***Participation/Engagement/Performance***

Your participation in every aspect of the course is important for the learning process. Your engagement in every discussion in the course, due delivery of all assignments, quizzes, and research projects will be fruitful. These efforts from your side will reflect your performance in the course delivery and your commitments. This performance is the reflection of your dream grade!!

## ***Assignments***

You will be given **5 assignments** (maximum 500 words each assignments) during the course delivery. The due dates for assignments are specified in the course content and schedule section. The assignments will be given time to time to solve/answer/discuss during the term. Assignments will be posted through NSRIC online platform at least one week before they are

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due. Due dates are given in course schedule (tentative schedule). However, in case of any special circumstance, the date will be posted beforehand or announced in class.

### *Quizzes*

**Two** quizzes (maximum of **five MCQ @ five** minute) will be taken based on class lectures and performance. The quiz will be taken in the beginning of the lecture through NSRIC online platform. If you miss the quiz without any valid official excuse, you will receive **zero** for the non-attended quiz. If any student fails to attend the quiz, he/she must submit a valid reason to the instructor. In such case, he/she should appear another quiz or may be averaged on the quizzes that he/she attended. It will depend on the situation and instructor.

### *Summative Exam Research Project and presentation*

Different formats will be used as the summative exam, such as group presentation, personal or group project, etc. Each group/student will be assigned a topic related to the course material by the instructor. If the summative exam is a group presentation, the group will present their work during the class (5 min presentation + 5 min discussion). Additional information is available at the exam guideline.

### *Final Coursework*

One final coursework (word count: maximum 2000 words) will be taken according to the NSRIC policies and guideline. The coursework is an individual work. Students will have at least three weeks to finish the coursework and submit it by the deadline stated on the coursework guideline. Final coursework mark with comments from the instructor will be distributed to students 2 weeks after the submission deadline.

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## 11. Grading Scale of the Course

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At the end of the term, the below Table 1 will be used for translating your marks into a “Latter Grade” based on NSRIC grading policy.

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**Table 2:** NSRIC grading system

Marks	Letter Grade	Points	Description
≥ 93	A+	4.00	Outstanding
≥ 90	A	3.75	
≥ 87	A-	3.50	Excellent
≥ 84	B+	3.25	Very good
≥ 81	B	3.0	
≥ 78	B-	2.75	Moderately Good
≥ 75	C+	2.50	Good
≥ 72	C	2.25	
≥ 69	C-	2.0	Moderately Good
≥ 66	D+	1.75	Pass
≥ 63	D	1.50	
≥ 60	D-	1.25	Poor Pass
< 60	F	0	Failing

## 12.0 Advice and additional requirements

***I advise you to:***

- Please contact me if you need any help.

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- Students are expected to attend all scheduled online lecture classes.
- Students are expected to study from the course materials and/or textbooks which will help to easily read and understand.
- Students are encouraged to write their own notes during lectures/presentations (pdf PowerPoint presentations, and additional materials if any).
- Students are encouraged to attend online platform classes on time because late-attende disrupts the flow of the class for both the instructor and the other students.

### *Additional information (During Online Course offering Period)*

- The PowerPoint course materials, and video lectures will be available at the NSRIC Platform.
- There will be scheduled discussion/tutorial sessions on every Tuesday at the class scheduled time. All students must attend this session.
- There will be an office hours for students on Wednesday from 1:00 pm - 2:00 pm (EST, Toronto, Canada time). Students need to send an email request so that a zoom meeting can be arranged. In addition, any time student can set up an online appointment (i.e., phone, zoom, and/or other mode of communications) based on availability of the course instructor. However, student should send an email request for setting up this type of meeting.

### 13.0 Course Topics

- Essentials of Consumer Behaviour in Marketing
- Consumer Information Processing
- Consumer Attitudes and Behaviours
- Nudging, Satisfaction, and Word of Mouth
- Advertising and Consumer Response

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**14.0 Course Contents and Schedule**

Lec No.	Module	Topics	Remarks
Week 1	Introduction	Course overview, setting expectations, and Introduction to consumer behaviour (1.5)	
Week 2	Introduction	Introduction to consumer behaviour (1.5)	Quiz 1, Assignment 1 due
Week 3	Information Processing	Consumer Information Processing (1.5)	
Week 4	Information Processing	Consumer Information Processing (1.5)	Assignment 2 due
Week 5	Attitude & Behaviours	Consumer Attitudes and Behaviours (1.5)	Quiz 2
Week 6	Attitude & Behaviours	Consumer Attitudes and Behaviours (1.5)	Assignment 3 due
Week 7	Consumer Satisfaction	Nudging, satisfaction, and word-of-mouth (2)	Summative Exam presentation: Group project
Week 8	Consumer Satisfaction	Nudging, satisfaction, and word-of-mouth (1)	Assignment 4 due
Week 9	Responses	Adverting and consumer response (1.5)	
Week 10	Responses	Adverting and consumer response (1.5)	Assignment 5 due
		Final Coursework due on 5pm EST Tuesday of the following week of Week 10	
		Final mark will be released two weeks after Week 10	

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## Notes about the schedule:

Assignment 1 is due one day before the Week 2 lecture. Late submission will be subject to the instructor's approval. Assignment will be discussed after Quiz 1.

Quiz 1 is initiated at the beginning of the Week 2 lecture. Five multiple choice in five minutes.

Assignment 2 is due one day before the Week 4 lecture. Late submission will be subject to the instructor's approval. Assignment will be discussed at the beginning of the Week 4 lecture.

Quiz 2 is initiated at the beginning of the Week 5 lecture. Five multiple choice in five minutes.

Assignment 3 is due one day before the Week 6 lecture. Late submission will be subject to the instructor's approval. Assignment will be discussed at the beginning of the Week 6 lecture.

Summative Exam in the course is a group project. Students will be assign to groups and prepare a 5 minutes presentation. The presentation needs to submit in PDF file two days before the Week 7 lecture. Groups will do the presentations at the beginning of Week 7 lecture by group number.

Assignment 4 is due one day before the Week 8 lecture. Late submission will be subject to the instructor's approval. Assignment will be discussed at the beginning of the Week 8 lecture.

Assignment 5 is due one day before the Week 10 lecture. Late submission will be subject to the instructor's approval. Assignment will be discussed at the beginning of the Week 10 lecture.

Final coursework is due at 5pm EST on Tuesday of the following week of Week 10. Word count: maximum 2000 words.

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