



# Rotman Commerce UNIVERSITY OF TORONTO

## Course Outline Consumer Behaviour – RSM353H1 Winter 2019

**Classes Meet: Thursday 4-6, Carr Hall, Room 403**

**Lectures begin 10 minutes past the hour and end on the hour (duration: 1 hour 50 minutes)**

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**Instructor:** Prof. Douglas Snetsinger, RT 557, 105 St, George Street  
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**Course Webpage:** <https://q.utoronto.ca/>  
**Cell:** 289-259-3436  
**Office Hours:** Thursday 1-3 (appointment recommended)  
**Teaching Assistant:** Tristan Lerner ([tristan.lerner@mail.utoronto.ca](mailto:tristan.lerner@mail.utoronto.ca))

### Course Administration Issues

- Please bring your name tent card to each class. Photos are taken on second class.
- You cannot use your cell phone or laptop during lectures.
- For any questions related to course administration, consult with your TA.

### Course Scope and Mission

This course is a discussion of topics of group sociological and individual consumer psychological dynamics that affect management decision making.

The course will be a seminar in which we all discuss the topics assigned for the week. The course will make some use of outside speaker to facilitate our discussions and give the most current perspectives on consumer markets.

### Course Prerequisites

Principles of Marketing (RSM250) and Marketing Management (RSM251)

### Course Materials:

There will be a combination of Harvard and public domain readings that are listed in the weekly calendar. I will add current events as they happen. The paid course package from Harvard, can be purchased at <https://hbsp.harvard.edu/import/594526>. The course pack costs \$54.70 and the contents are listed below.

## Required Readings in Harvard Package:

<https://hbsp.harvard.edu/import/594526>

1. The Pepsi Refresh Project: A Thirst for Change (case)
2. Eager Sellers and Stony Buyers (reading)
3. Consumer Behavior and the Buying Process (reading)
4. Communispace (case)
5. Spotlight on Cumulative Advantage on loyalty and three following articles. (reading)
6. Cumulative Advantage (article)
7. Just: Positioned to Target Mainstream Tastes (case)
8. ElBulli: The Taste of Innovation (case)
9. The Hunger Games: Catching Fire (case)
10. Sustaining an Ethnic Soft Drink – Paper Boat (case)
11. Predicting Consumer Tastes with Big Data at Gap (case)
12. Uber: Changing the Way the World Moves (case)
13. Birks: The Sparkle of a Cherished Brand (case)

## Weekly Schedule

Week		Material
1	Jan 10	<p>Introduction</p> <ul style="list-style-type: none"> <li>• <a href="https://youtu.be/FVxQiZ9iFJk">https://youtu.be/FVxQiZ9iFJk</a> Torsten Gross, Executive Director Strategy, JWT NY <a href="https://aef.com/building-talent/industry-conversations/">https://aef.com/building-talent/industry-conversations/</a></li> <li>• <a href="file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/C%20onsumer%20Behaviour/New/60%20page%20chapter%20on%20CB.pdf">file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/C%20onsumer%20Behaviour/New/60%20page%20chapter%20on%20CB.pdf</a> (reading and reference only)</li> <li>• Textbook in Robarts is reference only: Consumer Behaviour: Buying, Having and Being. Seventh Canadian Edition by Michael Solomon, Katherine White and Darren Dahl.</li> </ul>
2	Jan 17	<p>The Challenge of New:</p> <ul style="list-style-type: none"> <li>• The Pepsi Refresh Project: A Thirst for Change (case)</li> <li>• Eager Sellers and Stony Buyers (reading)</li> <li>• Consumer Behavior and the Buying Process (reading)</li> <li>• Assignment 1</li> </ul>
3	Jan 24	<p>Branding in a Complex Mind:</p> <ul style="list-style-type: none"> <li>• Communispace (case)</li> <li>• <a href="file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/C%20onsumer%20Behaviour/New/psychology%20of%20brands.pdf">file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/C%20onsumer%20Behaviour/New/psychology%20of%20brands.pdf</a></li> <li>• <a href="file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/C%20onsumer%20Behaviour/IMD%20on%20disruptive%20marketing%20and%20perrannah's.pdf">file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/C%20onsumer%20Behaviour/IMD%20on%20disruptive%20marketing%20and%20perrannah's.pdf</a> (reference)</li> <li>• Assignment 2</li> </ul>
4	Jan 31	<p>Cognitive access and autonomic processing:</p> <ul style="list-style-type: none"> <li>• Co-creation: Harvesting the unconscious to Create Value for Business and Society (reading)</li> </ul>

		<ul style="list-style-type: none"> <li>• Undressing the Mind of the Consumer (reading)</li> <li>• Implicit Predictions of Consumer Behaviour (reading)</li> <li>• Assignment 3</li> </ul>
5	Feb 7	Behaviour Driven: The Role of Conative <ul style="list-style-type: none"> <li>• Spotlight on Cumulative Advantage on loyalty and three following articles. (reading)</li> <li>• Assignment 4</li> </ul>
6	Feb 14	ElBulli: The Taste of Innovation (case). Part is done out of class and part is done in class. Bonus points to anyone that makes the recipe.
7	Feb 28	Guest: Dan Richards
8	Mar 7	Customer Experience (CX) <ul style="list-style-type: none"> <li>• The Hunger Games: Catching Fire (case)</li> <li>• A <a href="https://hbr.org/2015/11/competing-on-customer-journeys">https://hbr.org/2015/11/competing-on-customer-journeys</a></li> <li>• <a href="https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/developing-a-customer-experience-vision">https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/developing-a-customer-experience-vision</a></li> <li>• <a href="file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/C onsumer%20Behaviour/Digital-Marketing-101-Key-Tools-for-Engagement-Marketing-Marketo.pdf">file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/C onsumer%20Behaviour/Digital-Marketing-101-Key-Tools-for-Engagement-Marketing-Marketo.pdf</a> (reference only)</li> <li>• Assignment 5</li> </ul>
9	Mar 14	Sociology of Consumption I: Culture: <ul style="list-style-type: none"> <li>• Sustaining an Ethnic Soft Drink – Paper Boat (case)</li> <li>• Assignment 6</li> </ul>
10	Mar 21	Sociology of Consumption II: Group <ul style="list-style-type: none"> <li>• Predicting Consumer Tastes with Big Data at Gap (case)</li> <li>• <a href="file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/C onsumer%20Behaviour/Are%20Young%20Adults%20Growing%20Tired%20of%20Constant%20Social%20Connectivity_%20-%20eMarketer.html">file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/C onsumer%20Behaviour/Are%20Young%20Adults%20Growing%20Tired%20of%20Constant%20Social%20Connectivity_%20-%20eMarketer.html</a></li> <li>• <a href="file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/C onsumer%20Behaviour/eMarketer_Roundup_Social_Media_AI_2018_3.pdf">file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/C onsumer%20Behaviour/eMarketer Roundup Social Media AI 2018 3.pdf</a></li> <li>• Assignment 7</li> </ul>
11	Mar 28	Guest: Jason Sikora, The Search Agency <ul style="list-style-type: none"> <li>• Just: Positioned to Target Mainstream Tastes</li> <li>• <a href="file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/C onsumer%20Behaviour/RP-Look-Book-2018.pdf">file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/C onsumer%20Behaviour/RP-Look-Book-2018.pdf</a> (reference only)</li> <li>• Assignment 8</li> </ul>
12	Apr 4	Transformational: Uber: Changing the Way the World Moves (case) <ul style="list-style-type: none"> <li>• <a href="file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/Consumer%20Behaviour/RyotStudio-BrandedVideo-ThoughtLeadership-Study.2-26.pdf">file:///C:/Users/dougl/OneDrive/Documents/Documents/U%20OF%20T/Consumer%20Behaviour/RyotStudio-BrandedVideo-ThoughtLeadership-Study.2-26.pdf</a></li> <li>• Assignment 8</li> </ul>
Final Exam		Birks: The Sparkle of a Cherished Brand (case), Questions will be assigned on April 4 and delivered EOD April 15.

## Evaluation and Grades

Each student will be judged based on how well he or she has command of the course materials understanding that some of the grading is necessarily subjective.

	<u>Weight</u>	<u>Due Date</u>
1) Class attendance and participation	20%	Ongoing
2) Research Requirement	3%	See "Research Requirement" below
3) Short Assignments (6 of 8)	30%	Ongoing
4) Mid Term Exam	20%	February 14
5) Take Home Final Exam	<u>27%</u>	Delivered EOD April 15
Total	<u>100%</u>	

### 1. Class Participation (20%)

As a seminar course, it will only work for you if you prepare and engage the material in discussion. In general, your contribution will be evaluated on the following:

- Thoughtful responses,
- Understanding and analysis of topic,
- Idea generation, and/or
- Promotion of further discussion.

### 2. Research Requirement (3%)

**Participation.** To participate in a research study, you will be using the Rotman Behavioural Lab (BRL) Sona participation website: <https://rotman.sona-systems.com>. Both new and former BRL Study Pool participants have had accounts created, or updated so that their usernames (now) match their UTORids. New users should look for a message in their UofT email containing a link to complete registration. Former participants' accounts have retained their former passwords and emails, but now use their UTORid to log into the system. All participants have been pre-registered for all of their RSM credit pool participating courses this fall (you can add or drop needed classes yourself, at any time, from your profile page).

After logging in, Sona, you can find a list of studies currently running at the BRL via the "Studies" tab. Read the study descriptions carefully: most studies take place in the lower level of the Rotman building in the Behavioural Research Lab (LL1015K), but others may run online, or in another physical location. Once you identify a study you are interested in participating in, select an open time slot that works with your schedule, and choose which course you want the study credit applied to on the final registration screen.

Participation in the actual research will take between 45 and 60 minutes for a 1 credit study or between 15 and 30 minutes for a 0.5 credit study. You will be debriefed at the end of the study, and you will be asked to answer a question about some aspect of the study. Once you correctly answer the question you will be given credit. More detailed instructions on the assignment, and using the Sona system can be found in your [Subject Participation Guide](#).

**Analysis of Article.** Although, we highly encourage you to fulfill your participation requirement through research study participation, you may also elect to earn research credits through completion of article analyses. These analyses must be based on research articles from designated journals dependent on your class, and are graded on a pass/fail basis. Article analyses are worth 1-credit-hour of participation, and are graded on a pass/fail basis. To submit an article analysis, sign up for any open time spot on the “Alternative Study Participation Article Analysis Assignment” found on the Sona studies page (you will be asked to fill out the details of the article you are reporting on, and upload a word document). For detailed information on the article analysis assignment, including instructions on properly submitting the analysis to ensure credit is received, please, refer to your [Subject Participation Guide](#), or the FAQ on Sona. To earn full participation doing only the alternative assignment, you would need to write 3 article analyses for this course.

**Assignment Timeline & Important Deadlines** You must complete 3-credit-hours worth of studies to fulfill your research participation requirement in this course. Participation opportunities in research studies for the Spring 2019 session are anticipated to begin the academic week starting, January 7<sup>th</sup>. The final study participation deadline, and last day to submit an article analysis, is April 5<sup>th</sup>.

If you have any trouble with registration, questions the subject guide or SONA FAQ do not clarify, or need any further assistance, please contact Team BRL: [Behavioural.Lab@Rotman.Utoronto.ca](mailto:Behavioural.Lab@Rotman.Utoronto.ca), and we will be happy to assist you.

### **3. Small Assignments (30%)**

The purpose of the small assignments is to give you time to reflect on the topic of that day and prepare your response. Most of the assignments come directly from the assigned readings or cases

There are eight assignments and you are to complete six of them. You should target 500-600 words and you will hand them in before class. If you know you can't be in class you can send it to me by email. If you complete more than six, you will get credit for your best six.

### **4. Mid-Term (25%)**

The midterm will be held during class on February 14<sup>th</sup>. It will be on the case: “ElBulli.” You will need to prepare the case in advance. The test will use part of our regular class to answer questions about the case.

### **5. Final Examination (27%)**

The final exam is a take home exam. The questions to answer will be provided in our class on April 4<sup>th</sup>. Your response is required by EOD April 15<sup>th</sup> by email to me in a doc format (not pdf).

### **Missed Tests and Assignments (including midterm examinations)**

Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may submit a request for special consideration. The Request for Special Consideration Form and supporting documentation must be submitted in a timely manner in order for the request to be reviewed.

In such cases, students must notify the Rotman Commerce Program Office on the date of the course deliverable such as a missed test, or assignment missed class (in the case of participation marks), or due date. They must then complete a [Request for Special Consideration Form](#) and submit it along with supporting documentation (e.g. [Verification of Student Illness or Injury form](#)) to the Rotman Commerce

Office within **2 business days** of the originally scheduled course deliverable. Students who do not provide appropriate or sufficient supporting documentation will be given a grade of 0 (zero) for the missed course deliverable.

Documentation submitted in support of petitions for missing tests and assignments must be original; no faxed or scanned copies will be accepted.

**Note that the physician's report must establish that the patient was examined and diagnosed at the time of illness, not after the fact. Rotman Commerce will not accept a statement that merely confirms a later report of illness made by the student to a physician.**

There will be no make-up midterm test. If the documentation is satisfactory, the weight of the midterm test will be moved to the final exam (i.e., the final exam will carry 47% instead of 27%).