MKT 7080 (G12) (3.0 CH)
CONSUMER INSIGHTS AND SOCIAL CHANGE
FALL 2018

INSTRUCTOR

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Office Location: 486 Drake Centre
Office Hours: Tuesday 4:00 - 5:00pm
Class Time: Tuesday 6:15 - 9:30pm

COURSE DESCRIPTION

The intensive study of human psychology as related to the realms of consumption as well as personal, societal, and environmental wellbeing. An in-depth knowledge of what motivates people and the manner in which they make decisions helps: (a) managers in predicting customer reactions to marketing strategy, and (b) social marketers and policy makers in understanding how similar techniques can be used for persuading people on issues of personal, social, and environmental importance. The course first examines the internal antecedents of individual behaviours (such as motivations, values, perceptions, learning, and attitudes) followed by the impact of external influences (such as social and contextual factors). In this manner, the course pairs insights into consumption behaviours with the domain of motivating behaviours that lead to individual, collective, and environmental wellbeing.

COURSE OBJECTIVES

On course completion, you should be able to:

- Appreciate the importance of customer-centricity within marketing strategy creation.
- Understand marketing ethics and public policy, and the darker side of consumption.
- Adopt a consumer behavior perspective to encouraging sustainable behaviours.
- Understand and apply the main consumer research techniques.
- Understand the role of motivations and their manifestation within consumption and sustainable behaviour contexts.
- Appreciate the role of sensory stimuli within perceptual processes.
- Understand and apply theories related to conditioning desired responses.
- Grasp individual decision making processes, and appreciate the malleability of customer choices.
- Understand major attitude measurement techniques, and methods for attitude change.
- Assess customer satisfaction, and perceptions of product and service quality.
- Understand psychographic profiling, and the lifestyle marketing and sustainable lifestyle approach.
- Understand the importance of other people and social norms in decision making.
- Understand best practices for the introduction and adoption of new products and ideas.
### AACSB Assurance of Learning Goals and Objectives.

The Asper School of Business is proudly accredited by AACSB. Accreditation requires a process of continuous improvement for the School and our students. Part of “student improvement” is ensuring that students graduate with the knowledge and skills they need to succeed in their careers. To do so, the Asper School has set the **learning goals and objectives** listed below for the **MBA Program**. The checked goal(s) and objective(s) will be addressed in this course and done so by means of the items listed next to the checkmark.

<table>
<thead>
<tr>
<th>Goals and Objectives in the MBA Program</th>
<th>Goals and Objectives Addressed in this Course</th>
<th>Course Item(s) Relevant to these Goals and Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Strategic Thinking</strong> Students will think critically and creatively about solutions to organizational problems, considering short-term and long-term goals, resources, risks, and opportunities.</td>
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</tr>
<tr>
<td>A. Students are able to identify situations where strategic thinking is necessary.</td>
<td>✓</td>
<td>Entire course</td>
</tr>
<tr>
<td>B. Students are able to identify different strategies.</td>
<td>✓</td>
<td></td>
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<tr>
<td>C. Students are able to perform a basic strategic analysis.</td>
<td>✓</td>
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<tr>
<td>D. Students are able to recommend strategic alternatives and their implementations.</td>
<td>✓</td>
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<tr>
<td><strong>2 Global Perspective</strong> Students will adopt a global mindset in considering organizational decisions.</td>
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<tr>
<td>A. Students have an awareness of global diversity, and multicultural awareness.</td>
<td>✓</td>
<td>Class 10</td>
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<tr>
<td>B. Students have an awareness of different global perspectives.</td>
<td>✓</td>
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<tr>
<td>C. Students have been exposed to global business environments through course materials</td>
<td>✓</td>
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<tr>
<td><strong>3 Ethical Mindset</strong> Students will consider ethical and moral issues when analyzing and recommending solutions to organizational problems.</td>
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<tr>
<td>A. Students demonstrate an understanding of the responsibility of business in society.</td>
<td>✓</td>
<td>Class 1, Entire course</td>
</tr>
<tr>
<td>B. Students demonstrate an understanding of ethical decision making.</td>
<td>✓</td>
<td></td>
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<tr>
<td>C. Students demonstrate moral development in ethical decision making.</td>
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<tr>
<td>D. Students demonstrate an understanding of the responsibilities of a leader’s role as it relates to ethics.</td>
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<td><strong>4 Quantitative and Financial Proficiency</strong> Students will demonstrate the ability to approach organizational issues using quantitative and financial analysis.</td>
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<tr>
<td>A. Students are able to identify that a problem containing a quantitative aspect exists.</td>
<td>✓</td>
<td>Class 5, quantitative research</td>
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<tr>
<td>B. Students are able to apply financial methodologies in the answering of business questions.</td>
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<tr>
<td>C. Students are able to demonstrate a basic financial proficiency in understanding the role and flow of money in an organization.</td>
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<tr>
<td>D. Students are able to interpret the results of a financial analysis.</td>
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</table>
COURSE MATERIALS

Readings that comprise of classic as well as contemporary academic journal articles, cases, magazine articles and analyses, book chapters, and trade publications will be used to teach the course. These materials should be read prior to the class session. In-class discussions, exercises, and additional lecture materials will be used to situate the readings within the broader context of consumer behavior. Hard copies of the lecture notes will be handed out at the start of each class and will also be posted online. Assigned readings will be made available through UM Learn.

COURSE ASSESSMENT

Student progress will be assessed through:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Class participation:</td>
<td>25%</td>
</tr>
<tr>
<td>Thought papers (4):</td>
<td>40%</td>
</tr>
<tr>
<td>Term paper:</td>
<td>35%</td>
</tr>
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</table>

Class Participation/Assignments

We all bring experience and knowledge into the classroom, and I expect all class participants to share this and benefit by it. For effective class participation you need to have read the assigned materials before the class session. Effective class participation includes 1) asking questions about concepts from lectures or readings that you agree or disagree with; 2) sharing your experience or point of view with the class; 3) building on points raised by others; 4) clarifying issues or 5) relating topics discussed to previous class discussions. Direct student-student interaction is encouraged. Such interactions should be both positive and courteous even when your opinions differ. Class attendance is important. Regular and punctual attendance is a necessary but not sufficient criterion for good class participation grades.

During the term, a number of individual and group assignments will be given in class. These assignments include practice exercises, case analysis, and research problems. The assignments will facilitate understanding of course materials and provide opportunity for participation.

Thought Papers

Each week I have assigned readings that relate to the assigned class topic. Over the course of the term you are required to complete 4 separate thought papers (4 weeks out of 10) that relate to the assigned readings. Thought papers are to be a maximum of 3 double-spaced pages and should deal with one or more of the assigned readings. A thought paper can be a written critique of an article, an expansion on the ideas related in an article, an application of the ideas expressed in an article to an industry problem, etc. The papers may relate to for-profit or social marketing topics. Thought papers will be evaluated according to the following criteria: logical development of thoughts and ideas, originality, and quality of the writing.

Term Paper

The term paper should be completed individually. The term paper topic should be selected in consultation with the instructor. All projects must be initiated and completed exclusively for this course, and they must be directly relevant to influencing personal, societal, and/or environmental wellbeing through the lens of consumer behaviour. Several approaches are appropriate. You may choose any of the following, or you may suggest one of your own, in which case you should discuss it with me first to make sure it will be acceptable and realistic.
**Library Paper** – A topic that was raised in the readings or the lectures may catch your interest and you may wish to know more about it. This approach involves going to the library and finding other books and academic research reports on the subject, distilling the information, developing your own ideas, and reporting your findings.

**Case Study** – Two different kinds of case studies are acceptable for this course. First, you may choose an interesting problem or opportunity that has been encountered by social marketers and/or public policy makers. Information for a case of this type may be obtained from trade journals, newspapers, business magazines, and sometimes from previously prepared cases; all of which are available in the library. The second kind of case study involves a focused investigation of a single cause or organization seeking to encourage positive behaviours. A local organization may be chosen, managers interviewed, the area as a whole is researched, etc. For both approaches it is important to bring theoretical issues and insights into the analysis.

Term papers will be evaluated according to the following criteria: careful and complete research, logical development of conclusions and implications, originality, and quality of the written report. The final report should not exceed 20, double-spaced, and typed pages of text. This page limit does not include the title page, executive summary, table of contents, references, and appendix materials.

**Final grades will be assigned as follows:**

<table>
<thead>
<tr>
<th>Cumulative Marks</th>
<th>Grade</th>
<th>GPA</th>
<th>Performance</th>
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</thead>
<tbody>
<tr>
<td>90-100</td>
<td>A+</td>
<td>4.5</td>
<td>Excellent</td>
</tr>
<tr>
<td>80-89</td>
<td>A</td>
<td>4.0</td>
<td>Very Good</td>
</tr>
<tr>
<td>75-79</td>
<td>B+</td>
<td>3.5</td>
<td>Good</td>
</tr>
<tr>
<td>70-74</td>
<td>B</td>
<td>3.0</td>
<td>Satisfactory</td>
</tr>
<tr>
<td>65-69</td>
<td>C+</td>
<td>2.5</td>
<td>Marginal</td>
</tr>
<tr>
<td>60-64</td>
<td>C</td>
<td>2.0</td>
<td>Unsatisfactory</td>
</tr>
<tr>
<td>50-59</td>
<td>D</td>
<td>1.0</td>
<td>Unsatisfactory</td>
</tr>
<tr>
<td>Below 50</td>
<td>F</td>
<td>0.0</td>
<td>Unsatisfactory</td>
</tr>
</tbody>
</table>

**NOTE:** Class attendance is required. Missing more than 20% of this course due to absences may result in a failing grade. It is your responsibility to inform your professor in advance of your absence and the reason for it (medical documentation or employer note if away for a work commitment) is required. The professor decides how to deal with the impact of missed classes on your final grade.

**Late assignment policy:** Late assignments without the instructor’s prior approval will have a penalty of 10% for each day of late submission.
### TENTATIVE COURSE SCHEDULE AND READINGS

These readings may be modified as needed. You will be informed about changes ahead of time.

<table>
<thead>
<tr>
<th></th>
<th>Topic</th>
</tr>
</thead>
</table>
| 1 | Course Overview  
Consumer Insights and Formative Research  
|   |   |
| 2 | Behavioural Research Methodologies  
|   | Suggested readings:  
(This book is available for reference in the Albert D. Cohen Management Library) |
| 3 | Motivation, Involvement, and Values  
| 4 | Sensory Perceptions and Perceptual Positioning  
|   |   |

### 5 Attitude Formation and Change

### 6 Individual Decision Making
**Learning & Memory**

### 7 Purchase and Post-decision Processes
**Service Quality Perceptions**
2. Service Quality: SERVQUAL Scale

### 8 The Self
**Psychographics: Personality/Lifestyle**

### 9 Group Decision Making, Social Norms, and Spoiled Identities
<table>
<thead>
<tr>
<th>10</th>
<th>Adoption of, Resistance to, and Diffusion of Innovations and Ideas</th>
</tr>
</thead>
</table>

| Dec 3 | Term papers due by noon. |

**ACADEMIC REGULATIONS AND STUDENT SERVICES**

**HUMAN ETHICS APPROVAL FOR DATA COLLECTION**

As part of coursework, if you will be collecting data from people who are not students in this class, you must obtain Human Ethics approval from the UofM’s Research Ethics Board (REB) prior to data collection. This applies to data collection such as surveys, interviews, focus groups, experiments, video recording, etc., where a respondent is solicited for participation.

If the entire class will be working on the same project, your instructor will apply for human ethics approval from the REB. If individuals or small groups of students will be working on different projects, it is the responsibility of the students to obtain approval (only one group member needs to apply). Your instructor will tell you whether s/he will bear you need to. When in doubt, please talk to your instructor.

Instructions and forms to apply for human ethics approval can be found at: [http://umanitoba.ca/research/orec/ethics/human_ethics_REB_forms_guidelines.html](http://umanitoba.ca/research/orec/ethics/human_ethics_REB_forms_guidelines.html).

In most cases, you will be using the "Protocol Submission Form" which is under the "REB Forms - Fort Garry Campus" heading.

It can take up to six weeks to process human ethics applications and obtain approval. Therefore, plan early. Note that approval must be obtained prior to data collection and cannot be obtained during the data collection phase or retroactively. Violation can get you, your instructor, and the Asper School in serious trouble with the REB.

If you will be collecting data only from other students in the class, you do not need REB approval. If you have any questions, please contact humanethics@umanitoba.ca or your instructor.

**EXAM RESCHEDULING POLICY**

Students are expected to write ALL exams with their classmates at the scheduled exam time. Requests for final exam rescheduling must be referred to the Graduate Program Office (rescheduling of midterm tests is overseen by individual instructors). Please refer to Missing a Test/Exam on page 14 of the MBA Student Handbook for further information:
UNCLAIMED ASSIGNMENT POLICY

Pursuant to the FIPPA Review Committee’s approved recommendations of August 15, 2007, all unclaimed student assignments will become the property of the faculty and will be subject to destruction six months after the completion of any given academic term.

COPYRIGHT REGULATIONS

All students are required to respect copyright as per Canada’s Copyright Act. Staff and students play a key role in the University’s copyright compliance as we balance user rights for educational purposes with the rights of content creators from around the world. The Copyright Office provides copyright resources and support for all members of the University of Manitoba community. Visit [http://umanitoba.ca/copyright](http://umanitoba.ca/copyright) for more information.

STUDENT SUPPORT RESOURCES AND ACADEMIC POLICIES

For a list of free Academic and Mental Health support services please refer to the "Student Support Resources and Academic Policies" PDF found on our website: [http://umanitoba.ca/faculties/management/programs/graduate/mba/media/Schedule-A-ROASS.pdf](http://umanitoba.ca/faculties/management/programs/graduate/mba/media/Schedule-A-ROASS.pdf)

STUDENT ACCESSIBILITY SERVICES

Students are encouraged to contact Accessibility Services at 474-6213, or the instructor, should special arrangements need to be made to meet course requirements. For further information please visit [http://umanitoba.ca/student/saa/accessibility/](http://umanitoba.ca/student/saa/accessibility/)
It is critical to the reputation of the I. H. Asper School of Business and of our degrees that everyone associated with our faculty behaves with the highest academic integrity. As the faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Any dishonesty in our academic transactions violates this trust. The University of Manitoba Graduate Calendar addresses the issue of academic dishonesty under the heading “Plagiarism and Cheating.” Specifically, acts of academic dishonesty include, but are not limited to:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words
- duplicating a table, graph or diagram, in whole or in part, without referencing the source
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g., personal communications, ideas from a verbal presentation) without referencing the source
- copying the answers of another student in any test, examination, or take-home assignment
- providing answers to another student in any test, examination, or take-home assignment
- taking any unauthorized materials into an examination or term test (crib notes)
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination
- stealing or mutilating library materials
- accessing tests prior to the time and date of the sitting
- changing name or answer(s) on a test after that test has been graded and returned
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructors involved.

Many courses in the I. H. Asper School of Business require group projects. Students should be aware that group projects are subject to the same rules regarding academic dishonesty. Because of the unique nature of group projects, all group members must exercise extraordinary care to insure that the group project does not violate the policy on Academic Integrity. Should a violation occur on a group project, all group members will be held jointly accountable, no matter what their individual level of involvement in the specific violation.

Some courses, while not requiring group projects, encourage students to work together in groups (or at least do not prohibit it) before submitting individual assignments. Students are encouraged to discuss this issue as it relates to academic integrity with their instructor to avoid violating this policy.

In the I. H. Asper School of Business, all suspected cases of academic dishonesty involving a graduate student (i.e. MBA, MSc or PhD student) will be reported directly by the instructor to the Dean of the Faculty of Graduate Studies.
Namita Bhatnagar
Marketing Department
I.H. Asper School of Business

**Areas of Research Interest:** Consumer research, social marketing, persuasive communications, and information processing.

**Areas of Teaching Interest:** Consumer behaviour, consumer welfare, customer relationship management.

Dr. Bhatnagar received her Ph.D. in Marketing from the University of North Carolina at Chapel Hill. She earned a Master of Science (Hons) in Economics and Master of Management Studies from the Birla Institute of Technology and Sciences, Pilani, India.

Dr. Bhatnagar’s training in marketing, consumer research, research methodologies, psychology, and economics are reflected in a variety of research interests. The underlying themes that unify them relate to the manner in which people: (a) process and are persuaded by socially responsible and commercial messages, and (b) make decisions on being confronted by competing brand choices.

Dr. Bhatnagar has published in the areas of services management, tobacco control, media effects, and pro-social behaviours in outlets such as the Journal of Advertising, International Journal of Advertising, Journal of Business Research, and Journal of Applied Social Psychology. Her research has been presented at venues that include the Association of Consumer Research, the Society for Consumer Psychology, the Academy for Marketing Sciences, the Advertising and Consumer Psychology, and the Marketing and Public Policy conferences.

Dr. Bhatnagar has taught at the Ph.D., M.Sc., M.B.A., Executive M.B.A., and undergraduate levels. Her teaching experience spans topics in Introductory Marketing, Consumer Behaviour, Socially Responsible Marketing and Branding. Dr. Bhatnagar has served on several Ph.D. and M.Sc. committees in the role of committee member, co-chair and chair of program advisory and thesis committees. The quality of her teaching has resulted in a university-wide Merit Award for Teaching (2008), and has been recognized by the President of the university, the Asper School of Business Dean, and Head of the Department of Marketing.

Dr. Bhatnagar is active in a variety of committee and non-committee based service within and outside the university. She has served as member and chair of the MBA Committee at the Asper School, and on the board of the Immigrant Centre Manitoba Inc. Dr. Bhatnagar provided the keynote talk at the Canadian Public Relations Society (Manitoba chapter) luncheon series in 2014, and has presented to the MTS Women’s Interest Group in 2016.