

**MSMG 6460**  
**SEMINAR IN CONSUMER RESEARCH**  
**SYLLABUS**

Dr. Isha Sharma

Thursdays, 3:00pm to 6:00pm

**Course overview and objectives**

Consumer behaviour is one of the most interesting and important aspects of marketing. Virtually all decisions involved in developing an effective marketing mix for a product or service rely on in-depth knowledge of the consumers who comprise the target market. Understanding the behaviour of the consumer helps marketers anticipate reactions to changes in the marketing mix, or the adoption of new products. While many students feel like they already have good intuition about the psychology of consumers, it is clear that people do not always behave or think in the way we might guess. In fact, there are often differences between the beliefs consumers have about their own behaviour and what they actually do in the marketplace.

This course focuses on theory, methodology, and implications of consumer research. Students will learn how to apply theories and research techniques, in order to understand consumer phenomena.

By taking this course, students will:

- develop foundation for critical thinking and creativity in the area of consumer research;
- gain insight into the different methodologies and analytic approaches employed in consumer research, as well as the considerations and trade-offs made in selecting a research design;
- become familiar with the applications of statistics in consumer research, and of the ways in which statistical inferences can be made from the data;
- develop an appreciation for how consumer research can inform marketing practice; and
- learn how to propose and design a research project with novel theoretical and/or substantive implications.

This is a seminar-based course. Classroom discussions will take the form of the Socratic Method. Each week the group will discuss and critically debate the topics and studies of the session. **There will be no lectures.** Students must come to class prepared to talk about all the assigned readings and to share (and defend) their observations, insights, and critiques.

**Course material**

In lieu of a textbook, this course has a reading list consisting of articles from academic journals. Read the articles in the order they are listed, as some articles may build on preceding articles. I may also assign additional (or substitute) readings, so please check eClass regularly.

### Evaluation

- Class participation 25 %
- Thought Papers (4) 40 %
- Term Paper and presentation 35 %

### Topic Schedule

The course outline and schedule are subject to change at the discretion of the course instructor. Students must have all assigned readings completed before scheduled session (excepting, of course, week 1).

<b>Jan 11</b>	Introduction to Consumer Research
<b>Jan 18</b>	Consumer as an individual: Identity and the self
<b>Jan 25</b>	Emotions, cognitions, and motivations
<b>Feb 1</b>	Exposure/Attention/Perception
<b>Feb 8</b>	Attitudes and Intentions
<b>Feb 15</b>	Categorization/Comprehension; Memory and Learning
<b>Feb 22</b>	-----Reading Week-----
<b>Feb 29</b>	Social and personal Influences
<b>Mar 7</b>	Information processing, judgement and decision making
<b>Mar 14</b>	Consumption and culture
<b>Mar 21</b>	New products – ideation, categorization, and evaluation
<b>Mar 28</b>	Research methods in consumer research
<b>April 4</b>	Contemporary topics

### Other Course Policies

**Email communication:** For emails, please make sure that you include the course number on the email subject line (e.g. MSMG 6460). From Monday to Friday, students will normally receive an answer to their emails within 24 hours. Emails received during the weekend will be answered by the following Monday.

**Academic honesty and integrity:** In this course, we strive to maintain academic integrity to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing SPARK’s Academic Integrity module at the beginning of the course. Breaches of academic integrity range from cheating to plagiarism (i.e., the improper crediting of another’s work, the representation of another’s ideas as your own, etc.). All instances of academic dishonesty in this course will be reported to the appropriate university authorities, and can be punishable according to the Senate Policy on Academic Honesty.

**Turnitin:** To promote academic integrity in this course, students will be normally required to submit their written assignments to Turnitin (via the course eClass) for a review of textual similarity 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.

**Grades Release Dates (Grade Reports and Transcripts):** Grades submitted by an instructor are subject to review by the teaching unit in which the course is offered and by the Faculty Council or Faculty Committee on Academic Policy and Planning. Final course grades may be adjusted to conform to program or Faculty grades distribution profiles. Normally, grades appear on grade reports and transcripts as soon as they are submitted to the Registrar's Office.

**Reappraisals:** Students may, with sufficient academic grounds, request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such cases, students are advised to petition to their home Faculty. Students are normally expected to first contact the course director to discuss the grade received and to request that their tangible work be reviewed. Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. Students need to be aware that a request for a grade reappraisal may result in the original grade being raised, lowered or confirmed. For reappraisal procedures and information, please visit the Office of the Registrar site at:

<http://www.registrar.yorku.ca/grades/reappraisal/index.htm>

**Religious Accommodation:** York University is committed to respecting the religious beliefs and practices of all members of the community and making accommodations for observances of special significance to adherents. For more information on religious accommodation, please visit: <https://registrar.yorku.ca/enrol/dates/religious-accommodation-guidelines-2019-2020>

**Important course policies:** Please refer to the course eClass site for information on LAPS policies on intellectual property, accessibility, zoom meetings, student conduct and academic integrity