

Psychology 333 (A01)
Consumer Behaviour
CRN: 12846
Session: Fall 2021

Class Time and Location

Tuesday, Wednesday, and Friday 12:30 to 1:20 pm Location: CLE A127

Professor

Dr. Jim Gibson, PhD

Email: only use for yes/no questions (e.g., query if your thesis statement or project is acceptable)

- e. Not everything in the text may be covered in the course and not everything in the course may be covered in the text. However, I will test you on class discussions, everything that is in the text, and in the PowerPoint slides posted on Brightspace. Class participation is expected. I will post PowerPoint slides, additional readings, supplemental readings, and grades, along with other information on Brightspace.

Grades

I will give you both a percentile grade and a corresponding letter grade (See the UVic Calendar for details). I will base your final letter grade in the course on your total score (rounded to a whole number). I cannot arbitrarily increase your grade at the end of the term just because it is close to a cut-off, nor will I help you mine for marks in previously graded material. Because of the size of the class, the number of assignments, all deadlines and the grades submitted for exams, papers and assignments are final. Please strive to do your best for each scheduled “event”. If you are disappointed with a grade, please arrange to meet with me to review the marking at the time the material is graded, not at the end of the term when the final grade is awarded and you discover you missed a cut-off. I expect you to familiarize yourself with the Important Course Policy Information (see attached). Please note that I reserve the right to remark any material and assign a new grade if I deem that the previous grade is not an accurate evaluation of your performance.

A+ 90 & up B+ 77 & up C+ 65 & up F < 50.0

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2. Optional Assignments: Class Presentations, Digital Posters, Paper, Oral Defense, Experiential Project, Article Summaries, Digital Presentation, Pop Quizzes, or You Design.

Everyone has different strengths and weaknesses. I would like to give you an opportunity to work on your strengths and weakness by having the option to complete any number of optional assignments. The mark you receive for any optional assignment cannot lower your final grade. That is, if the mark on a submitted optional assignment is lower than the average of all four of your exams, then the optional assignment mark will not be applied to your final grade. If your optional assignment mark is higher than the average of all four of your exams, then your optional assignment mark will be applied to your final grade and your test marks will be weighted less. You may choose to present on a particular topic that is covered in any section (either on your own or with up to four other people), submit a digital poster online (either on your own or with up to four other people), submit a paper (either on your own or with up to four other people), take an oral test on two assigned research articles (only on your own), undertake an experiential project (only on your own), write four peer-reviewed research article summaries (either on your own or with up to four other people), create a five-minute digital presentation, do the Pop Quizzes, or design your own assignment. I will need to be contacted if you wish to give a presentation, take an oral test on two assigned articles, or design your own assignment; otherwise, there is no need to contact me. What you submit will dictate your final total. How you choose to work in a group is up to your group (e.g., how you divide up tasks and responsibilities). You may submit two or more different assignments from option one to nine, but only one of each, that is, you **cannot** submit two similar assignments. For example, you cannot submit two posters or two papers, but you may do the Pop Quizzes, submit a poster, and a paper, or a poster, a presentation, and a paper, and so on. Names of all the group members must be on any group submission for members to receive a grade. Names will not be added to an assignment after the submission deadline. For every optional assignment you pass I will apply a SONA or Student Life credit you earned toward your

related to the course, log at least 8 diaries of your experience and then write and post on Brightspace a report with at least one peer-reviewed primary research report that relates to your activity or experience. More information regarding this assignment can be found on Brightspace in the document “Guidelines for Experiential Project.” Total marks = 16.

Option 6. Optional Article Summaries. You may elect to submit an article summary on your own or with up to four other students (a maximum of five in the group). One summary will be due before each exam in each section (check Brightspace for the deadlines). Summary four will be due before the last class. You must submit and pass all four summaries to qualify for this option. The summary must be on a peer-reviewed primary research report about a topic covered in that section of material. You cannot use any article that was used in any other assignment for this course or any other course (to do so is academic plagiarism). More information regarding this assignment can be found on Brightspace in the document “Guidelines for Optional Article Summaries.” Total Marks = 16.

Option 7. Digital Presentation: You may put together a 5-minute digital presentation (video) that must be saved in a movie format (e.g., “mov” or “mpeg,” “avi”, etc), and uploaded to the assignment drop-box “Digital Presentation” via Kaltura on Brightspace before the due date. Your video can be in the form of a documentary, expose, photos, and audio, or any combination of these. The point is to educate the general public on any area covered in the course. More information regarding this assignment can be found on Brightspace in the document “Guidelines for Digital Presentation.” Total Marks = 16.

Option 8. Pop Quizzes: Throughout the term I will ask multiple-choice questions in class. I will award one mark for answering a question, and one mark for getting it correct. The quizzes will be on Brightspace so you will need to be able to access that with your phone or computer during class time. If your grade on this component is higher than the average of your tests or test-replacement papers, I will apply that grade to your final mark, which will reduce the weight of your tests. Total marks = 16.

Option 9. You Design: You are welcome to come up with your own, unique assignment. You will first need to run your idea by me. Best to send me an email that includes the focus of the assignment along with a marking rubric (e.g., a breakdown of how it will be graded). At least 15% of the mark must be on information. I will reply with a “yes” or a “no” to your proposal email. If you receive a “no” reply, then please talk with me during office hours to find out why or what needs to change for your design to qualify. If your grade on this component is higher than the average of your tests or test-replacement papers, I will apply that grade to your final mark, which will reduce the weight of your tests. Total marks = 16.

Bonus Marks

Photograph Bonus (total = 0.5 marks)

This is the same as above

Re-weighting of Highest and Lowest Mark

If you choose to complete and pass any of the assignment options 1 to 9, then I will reweight your final grades such that whatever component of the course (with the exception of class activities) you scored the highest will be worth an extra 5 marks and whatever you scored the lowest will be worth 5 less marks.

Research Participation SONA (total = 1 to 9 marks)

For each optional assignment you successfully complete you qualify to earn 1 bonus mark toward your final grade by participating in research studies conducted in the Department of Psychology. If you complete and pass two optional assignments, then you qualify to earn 2 bonus marks, three optional assignments, then 3 bonus marks, and so on, up to 9 bonus marks if you complete and pass all nine optional assignments. For details on participating in research studies, go to (<https://uvic.sona-systems.com/Default.aspx?ReturnUrl=/>) or the Department of Psychology web site (web.uvic.ca/psyc) and click on the research link near the top of the page, then click on the Participant Pool link at the left of the new page to see instructions for participating in the system.

Students are not required to participate in research, and not all students wish to do so. As an alternative, students may instead opt to g

peer-reviewed research report relevant to the course. The review will be worth one mark for extra credit. You are eligible to submit as many reviews as submitted assignments. Please speak with me about suitable journals and my approval for the article you have chosen before writing a review. To receive credit, you must follow these guidelines:

- If you wish to select this option, you must notify me no later than the second term test.
- You cannot use an article for this review that was used for any other component of the course (e.

Tentative schedule Tuesday, Wednesday, and Friday 12:30 pm to 1:20 pm in CLE A127

Sept 8	Introductions – review outline, ask for student helpers
Sept 10 & 14	Chapter 1 (Perception)
Sept 15 & 17	Chapter 2 (Learning & Memory)
Sept 21	Last day to drop without financial penalty
Sept 21 & 22	Chapter 3 (Motivation)
Sept 19	Test 1 replacement paper due by 12:30 on Brightspace
Sept 24	Last day to add courses
Sept 24	Activity 1
Sept 28	Test 1 Review
Sept 29	Test 1 online opens at 12:30 for 24 hours: Covers chapters 1-3, your outline, and corresponding lectures/activities
	Photos due for bonus
Oct 1 & 5	Chapter 4 (The Self)
Oct 6 & 8	Chapter 5 (Personality)
Oct 12 & 13	Chapter 6 (Attitudes & Attitude change)
Oct 12	Test 2 Replacement paper due by 2:30 on Brightspace
Oct 15	Movie “In Brands we Trust” https://www.mcintyre.ca/uvic/code/A106-001
Oct 19	Activity 2
Oct 20	Test 2 Review
Oct 22	Test 2 online opens at 12:30 for 24 hours: Covers Ch. 4-6 and corresponding lectures/activities
Oct 26 & 27	My Survey (one thing to change, one thing to keep the same): Chapter 7 (Decision Making)
Oct 29 & Nov 2	Chapter 8 (Buying & Disposing)
Oct 31	Last day to withdraw without academic penalty
Nov 3 & 5	Chapter 9 (Group Influence)
Nov 9	Movie “Big bucks, big pharma marketing disease & pushing drugs” http://ezproxy.library.uvic.ca/login?url=http://uvic.kanopystreaming.com
Nov 7	Test 3 Replacement paper due by 12:30 on Brightspace
Nov 10 - 12	Reading Break – no classes
Nov 16	Activity 3
Nov 17	Test 3 online opens at 12:30 for 24 hours: Covers Ch 9-11 and corresponding lectures/activities
Nov 19 & 23	Chapter 10 (Cultural Influences)
Nov 24 & 26	Chapter 11 (Subcultures)
Nov 30 & Dec 1	Chapter 12 (The Creation of Culture)
Dec 3	Activity #4, All optional assignments due (includes article summary 4).
Dec 6 – 20	Exam period, TBA, Test 4 Replacement paper due on Brightspace 10 days before the scheduled final; Test 4 on Chapters 12 - 14 and corresponding lectures/activities (similar 24-hour window)

Department of Psychology

Important Course Policy Information

Fall 2021

Students who remain in courses for which they do not have the prerequisites do so at their own risk. Students who complete courses without prerequisites ARE NOT exempt from having to complete the prerequisite course(s) if such courses are required for the degree program.

For more information see the UVic Calendar September 2021.

Students are responsible for verifying their registration status. Registration status may be verified using My Page, View Schedule. Course adds and drops will not be processed after the deadlines set out in the current UVic Calendar.

The University of Victoria is committed to promoting, providing and protecting a positive and supportive and safe learning and working environment for all its members.

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