

DEI 624: Understanding the Consumer Universe: Market Research in Digital Media
University of Waterloo
Masters in Digital Experience Innovation
Winter Term 2012 | Thursdays, 4-7 PM

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Office Hours: By Appointment

Course Description

Understanding the consumer universe in ways that can lead to business success is a vital goal of market research, and a core component of business anthropology. This course instructs you in the key methods of exploratory and confirmatory research for understanding consumer behaviour. You are instructed in the qualitative methods of market ethnography, where you will learn how to develop the tools to recognize business opportunity through interviews, focus groups, and personal observation. You are also instructed in the quantitative methods of market survey, where they learn how to measure the potential of business opportunity through sampling with consumer polls, questionnaires, and combined research strategies. You will gain an understanding of the “do’s” and “don’ts” of market research, particularly in terms of how gaining insight in consumer needs and behaviours can influence important business decisions.

Required Text

[CB, 3rd Edition](#) by Barry J. Babin & Eric Harris

Additional Readings

Consumer Behavior, Ninth Edition by Michael R. Solomon
Recommended – on reserve at the front desk.

Links to and/or digital copies of additional required readings and/or documents will be provided online via **UW-ACE**.

Course Schedule

Session	Topics Covered	Readings	Assignments & Deliverables
Session 1 Thursday January 5, 2012 4-7 PM	> Course Introduction	CB3 ¹ pp TBD	TBD
	> Introduction to Consumer Behavior	CB9 ² pp TBD	
	> Value and the Consumer Behavior Value Framework		
	> Research Methods Primer		
Session 2 Thursday January 12, 2012 4-7 PM	> Ethnography & Netnography	CB3 ¹ pp TBD	TBD
	> Consumer Learning Starts Here: Perception	CB9 ² pp TBD	
	> Comprehension, Memory and Cognitive Learning		
Session 3 Thursday January 19, 2012 4-7 PM	> Quantitative Methods	CB3 ¹ pp TBD	TBD
	> Motivation & Emotion: Driving Consumer Behavior	CB9 ² pp TBD	
Session 4 Thursday January 26, 2012 4-7 PM	> Data Analysis & Strategic Decision Making	CB3 ¹ pp TBD	TBD
	> Personality, Lifestyles and the Self-Concept	CB9 ² pp TBD	
	> Attitudes & Attitude Change		
Session 5 Thursday February 2, 2012 4-7 PM	> Research Ethics	CB3 ¹ pp TBD	TBD
	> Consumer Culture	CB9 ² pp TBD	
	> Microcultures		
Session 6 Thursday February 9, 2012 4-7 PM	> Trendspotting	CB3 ¹ pp TBD	TBD
	> Group & Interpersonal Influence	CB9 ² pp TBD	

Session 7 Thursday February 16, 2012 4-7 PM	> Consumers in Situations	CB3 ¹ pp TBD CB9 ² pp TBD	TBD
Session 8 Thursday March 1, 2012 4-7 PM	> Decision Making I: Need Recognition and Search > Decision Making II: Alternative Evaluation and Choice	CB3 ¹ pp TBD CB9 ² pp TBD	TBD
Session 9 Thursday March 8, 2012 4-7 PM	> Consumption to Satisfaction	CB3 ¹ pp TBD CB9 ² pp TBD	TBD
Session 10 Thursday March 15, 2012 4-7 PM	> Consumer Relationships	CB3 ¹ pp TBD CB9 ² pp TBD	TBD
Session 11 Thursday March 22, 2012 4-7 PM	> Consumer & Marketing Misbehavior	CB3 ¹ pp TBD CB9 ² pp TBD	TBD
Session 12 Thursday March 29, 2012 4-7 PM	N/A	N/A	Final

¹ [CB, 3rd Edition](#) by Barry J. Babin & Eric Harris
 Required for the course.

² *Consumer Behavior, Ninth Edition* by Michael R. Solomon
 Recommended – on reserve at the front desk.

Assignments & Deliverables

TBD

Grading

- 20% Attendance
- 40% Participation: Class Contribution & Individual Assignments
- 40% Final Group Project

NOTE ON AVOIDANCE OF ACADEMIC OFFENSES

Academic Integrity: In order to maintain a culture of academic integrity, members of the University of Waterloo are expected to promote honesty, trust, fairness, respect and responsibility.

Discipline: A student is expected to know what constitutes academic integrity, to avoid committing academic offences, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the Undergraduate Associate Dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For information on categories of offenses and types of penalties, students should refer to Policy 71 - Student Discipline, <http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm>

Grievance: A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70 - Student Petitions and Grievances, Section 4, <http://www.adm.uwaterloo.ca/infosec/Policies/policy70.htm>

Appeals: A student may appeal the finding and/or penalty in a decision made under Policy 70 - Student Petitions and Grievances (other than regarding a petition) or Policy 71 - Student Discipline if a ground for an appeal can be established. Read Policy 72 - Student Appeals, <http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm>

Academic Integrity website (Arts): http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html

Academic Integrity Office (UW): <http://uwaterloo.ca/academicintegrity/>

Accommodation for Students with Disabilities:

Note for students with disabilities: The Office for Persons with Disabilities (OPD), located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the OPD at the beginning of each academic term.