



Business Administration

Course Number:	BUAD 345
Course Title:	CONSUMER BEHAVIOUR
Credits:	3
Calendar Description:	This course examines how decisions are made in the marketplace by consumers. The study of consumer behaviour allows marketers to anticipate reactions to changes in the marketing mix and responses to new products. In addition, the course covers group influence, consumerism and branding.
Semester and Year:	Fall 2015
Prerequisite(s):	BUAD 116 and a minimum third-year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Marketing Specialty – Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	June 2004
EDCO Approval:	
Chair's Approval:	

Professors

Name	Phone	Office	Email
Sylvie Vidaillac	762-5445 #3241	Kelowna: E218	svidaillac@okanagan.bc.ca
Mark Ziebarth	#email	Kelowna: E227	mziebarth@okanagan.bc.ca
Louise Wallace	#email	Vernon: C328	lwallace@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to

- describe the role and importance of consumer behaviour in the marketing mix of a company.
- recommend marketing strategies most likely to influence consumer behaviour.
- develop appropriate measurement tools for attitudinal aspects of consumer personality and lifestyle.
- discuss how different consumers receive information and form perceptions about their environment
- describe the processes of tracking consumer purchasing attitudes over time.
- compose an effective and targeted marketing program for a company.

Course Objectives

This course will cover the following content

This course will cover the following content:

- Consumer Values, Learning, Perception, Comprehension, Memory, Cognitive Learning, Motivation and Emotion
- Personality, Lifestyles and Consumer Self-Concept; Attitudes and Attitude Change
- Consumer Culture and Micro-cultures
- Group and Interpersonal Influence, Decision Making, Consumption to Satisfaction
- Consumer Relationships, Marketing Misbehaviour

Evaluation Procedure

Participation and In-class Assignments	10%
Group Project:	
Proposal	5% 5%5%5%

Course Schedule

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and