

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 2016**

Prerequisite(s): BUAD 116 and a minimum third-year standing

Corequisite(s): No

Prerequisite to: No

Final Exam: Yes

Hours per week:

BUAD

Evaluation Procedure

Participation and In-class Assignments	10%
Group Project:	
Proposal	5%
Written Report	20%
Oral Presentation	10%
Mid-term exam	20%
Final exam	35%
Total	100%

Notes**Class Policy and Participation**

Your participation in class requires **regular attendance**, as this course is not available by distance education. Students are expected to read the chapters and complete the assigned work prior to coming to class. Participation will be evaluated throughout the semester.

Students must work in teams to complete the project. The major project requires advanced reading and secondary research. Team membership and project topics must be approved by the professor before proceeding.

The professor may progress quickly or slowly through the assigned chapters, depending upon

Course Schedule

Week of:				
		Tue. Sep. 6 - College-wide orientation day Wed. Sep. 7 - Classes begin Mon. Oct. 10 - Thanksgiving Day (no classes) Fri. Nov. 11 - Remembrance Day (no classes) Tues. Dec. 6 - Last day of regularly-scheduled classes		
1	5-Sep	Introduction to Consumer Behaviour	Ch 1, 2	
2	12-Sep	Consumer Values, Learning and Perception	Ch 2, 3	Team Formation InTheNews
3	19-Sep	Comprehension, Memory, Cognitive Learning Motivation and Emotion	Ch 4, 5	InTheNews
4	26-Sep	Personality, Lifestyles and the Self-Concept	Ch 6	Written Proposal Due InTheNews
5	3-Oct	Attitudes and Attitude Change Consumer Culture	Ch 7, 8	InTheNews
6	10-Oct	Micro cultures Group and Interpersonal Influence	Ch 9, 10	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.