



Professors

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Learning Outcomes

Upon completion of this course students will be able to

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

Course Objectives

This course will cover the following content:

- x Analyzing target markets for consumer values, perception, comprehension, memory, motivation, and emotion.
- x Evaluating the role of personality, lifestyles, self-concept, and attitudes in consumer behaviour.
- x Examining the influence of reference groups, social power, culture, and micro-cultures on the decision-making process.
- x Building consumer relationships from consumption to satisfaction.
- x Recognizing and reducing marketing misbehaviour through marketing ethics.

Evaluation Procedure

Term Work	10%
Group Project:	35%
Proposal (5%)	
Written Report (20%)	
Oral Presentation (10%)	
Mid-term exam	20%
Final exam	35%
Total	100%

Notes

Students must earn at least 50% of the total exam marks to pass the course. The final exam is weighted at almost double the mid-term, so failing grades on the mid-term exam can be made up with a good score on the final exam.

Work that is submitted late may be rejected or subject to loss of marks at the discretion of the professor. However, after 5 days (including weekends and holidays), no work will be accepted for grading. All materials submitted for grading must be professionally presented and WILL be marked for spelling and grammar as well as content.

Attendance

There is a direct correlation between attendance and participation in class and a good academic grade. It is highly recommended that students read text materials before classes. Any work missed as a result of failure to attend class is the responsibility of the student.

Team Work

The term work grade will be based the individual professor's decisions. It may include (but not be limited to) quizzes, presentations, class participation, attendance, in-

Course Schedule

Date		Topic	Textbook
2023 Week of		Wednesday September 6, First day of class Friday September 15, Last day to register for Fall 2023 Monday Oct. 2 Statutory Holiday (no classes) Monday Oct. 9 Statutory Holiday (no classes) Monday Nov. 13, Statutory Holiday (no classes) Friday Oct 27, Last day to withdraw from class without academic penalty Thursday December 7, Last day of class	Chapter(s):
Sep	6	Course overview Introduction to Consumer Behaviour	Ch. 1
	11	Memory Class	
	13	Value & Consumer Behaviour Framework	Ch. 2
	18	Learning and Perception Comprehension, Memory,	Ch. 3
	20	Cognitive Learning	Ch. 4
	25	Motivation and Emotion	Ch. 5
	27	Personality, Lifestyles and the Self-Concept	Ch. 6
Oct	2	Statutory Holiday (no classes)	
	4	Attitudes & Attitude Change (Written Proposal Due)	Ch. 7

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.

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