

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

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| 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.