



Course Outline

Marketing and International Business
School of Business & Economics
MKTG 3470 - **3.00** - Academic

Consumer Behaviour

Rationale

Annual update of standard course outlines in SOBE

Changes to course description and requisites

Calendar Description

Students examine the psychological, social and cultural theories and concepts that provide insight into consumer behaviour and then apply these principles to different consumer decision-making contexts. Topics include defining consumer behaviour and consumer behaviour research and examining how perception, learning and memory, motivation and affect, self-perception, personality, life-style, values, attitude, group influences, income, social class, family structure, subcultures, and culture affect consumer decision making.

Credits/Hours

Course Has Variable Hours: No

Credits: 3.00

Lecture Hours: 3.00

Seminar Hours: 0

Lab Hours: 0

Other Hours: 0

Clarify:

Total Hours: 3.00

Delivery Methods: (Face to Face)

Impact on Courses/Programs/Departments: No change

Repeat Types: A - Once for credit (default)

Grading Methods: (S - Academic, Career Tech, UPrep)

Educational Objectives/Outcomes

1. Define consumer behaviour and recognize its role and importance in marketing.
2. Explain how the process of perception influences consumer behaviour.
3. Explain how consumers learn about products and services and how memory systems work.

4. Explain what will motivate consumers and how different types of affective responses influence consumption behaviours.
5. Describe the relationship between self-concept and consumption behaviours.
6. Explain how personalities, lifestyles, and values affect what consumers do, want, and buy.
7. Describe how consumers form and change attitudes.
8. Describe the process that consumers go through in making decisions.
9. Identify different types of reference groups and how they influence consumer decisions.
10. Discuss income, social class, and family influences on consumer decisions.
11. Compare various consumer subcultures and describe how they guide consumption behaviours.
12. Describe cultural influences on consumer decision making.
13. Analyze marketing activities by using consumer behavior theories and concepts.

Prerequisites

MKTG 2430-Introduction to Marketing or equivalent with a minimum C-

Co-Requisites

Recommended Requisites

Exclusion Requisites

MKTG 3471-Consumer Behaviour

TMGT 4130-Tourist Behaviour

BBUS 3470-Consumer Behaviour

BBUS 3471-Consumer Behaviour

Texts/Materials

Textbooks

1. **Required** Solomon, M., White, K. and Dahl, D.R. . *Consumer Behaviour: Buying, Having, and Being*, 6th Canadian ed. Toronto: Pearson Education Canada, 2014

Student Evaluation

The Course grade is based on the following course evaluations.

Participation/attendance 0-10%

Assignments, presentations, term papers, case studies 25-40%

Test, mid-terms, quizzes 25-40% Final

exam or project 20-30%

Term tests and the final exam must not make up more than 70 percent of evaluation and group work must not make up more than 50 percent.

Course Topics

1. Introduction to Consumer Behavior

- Defining consumer behavior and consumer research
- The role and importance of consumer behaviour in marketing

2. Perception

- Sensation and sensory marketing
- Process of perception

3. Learning and Memory

- Learning theories
- Memory process

4. Motivation and Affect

- Motivation theories
- Consumer involvement
- Affect

5. The Self

- Self-concept and consumption
- Gender

6. Personality, Lifestyles, and Values

- Personality theories
- Lifestyles
- Values

7. Attitudes

- Components of attitudes
- Attitude formation
- Attitude change

8. Individual Decision Making

- Perspectives in decision making
- Decision making process
- Biases in the decision making process
- Buying and disposing

9. Group Influences

- Reference groups
- Conformity
- Social media and consumer behaviour

10. Income, Social Class, and Family Structure

- Income and purchase decisions
- Social class and purchase decisions
- Family structure and purchase decisions

11. Subcultures

- Age subcultures
- Regional subcultures
- Ethic subcultures in Canada

12. Cultural Influences

- Defining culture
- Norms, values, rituals

Culture and marketing strategy

Methods for Prior Learning Assessment and Recognition

As per TRU Policy

Last Action Taken

Implement by Submission Preview Subcommittee Chair Joanne (Retired) Moores

Current Date: 29-Oct-20