



Consumer Behaviour – MKTG 283

Business Management Program

Course Outline

COURSE IMPLEMENTATION DATE: Pre 1998
OUTLINE EFFECTIVE DATE: September 2018
COURSE OUTLINE REVIEW DATE: March 2023

GENERAL COURSE DESCRIPTION:

This course is a study of the many influences on the consumer's purchasing decisions. Topics covered include economic, demographic, cultural, social, and reference group influences. The emphasis is on understanding the customer, the concepts underlying target marketing and market segmentation.

Program Information: This course is required for the Business Management Diploma-Marketing and the Tourism Management Diploma.

Delivery: This course is delivered face to face and online.

COTR Credits: 3

Hours for this course: 45 hours

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
Total	45

Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
Total	

Course Outline Author:

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Signature

APPROVAL SIGNATURES:

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Department Head Signature

Dean Signature

EDCO

Valid from: September 2018 – March 2023

Education Council Approval Date

COURSE PREREQUISITES AND TRANSFER CREDIT

Prerequisites: A minimum of C- (55%) in MKTG 281

Corequisites: None

Flexible Assessment (FA):

Credit can be awarded for this course through FA

Yes No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

Transfer Credit: For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>

Students should also contact an academic advisor at the institution where they want transfer credit.

Prior Course Number: BUAD 213 ⇔⇔ MKTG 283

Date changed: September 2010

Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Solomon, M., White, K., & Dahl, D. (2017). *Consumer Behaviour* (7th Can ed.). Toronto: Pearson Canada.

Larson, J., & Draper, S. (2017). *Digital Marketing Essentials*. Rexburg. STUKENT

Please see the instructor's syllabus or check COTR's online text calculator <http://go.cotr.bc.ca/tuition/tCalc.asp> for a complete list of the currently required textbooks.

LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to

Knowledge

- understand basic terms and concepts in consumer behaviour;
- understand why consumer behaviour is important to marketers and marketing researchers;
- understand how prevailing environmental and social problems have affected consumer behaviour;

Comprehension

- understand value and the consumer behaviour value framework.
- understand both internal and external influences on consumer behaviour, internal influences include perception, comprehension, memory, cognitive learning, motivation and emotions, personality, lifestyles, self-concept, and attitudes. External influences include cultures, groups, and social media;
- understand consumption processes, including situations and consumer decision making under specific situations;
- understand post-consumption processes, including consumer satisfaction, consumer relationships, marketing ethics, etc.;
- understand how and why (why not) consumers have adopted sustainable consumer behaviour when faced with environmental and social challenges;

Application

- apply consumer behaviour theories to chapter assignments;
- apply psychological, behavioural, cultural knowledge acquired in this course to the applied CB project;
- apply sustainability knowledge to the study of consumer behaviour;

Analysis

- analyze how much consumer behaviour has (or has not) changed when faced with such issues as climate change, natural resource depletion, environment deterioration, and corporate scandals, etc.;
- analyze successful examples of how businesses have adapted their business strategies to changed consumer behaviour and how such strategic adjustment has contributed to their business performance;

Synthesis

- combine research skills, CB theories, sustainability principles, presentation skills and teamwork spirit into the completion of your final CB project;

Evaluation

- evaluate the weight of environmental and social sustainability considerations in consumer decision making;
- assess the ideas and work of other group members and classmates;

Participate

- participate in classroom discussions and presentations; and
- work on a group CB project that targets on analyzing sustainable consumer behaviour.

COURSE TOPICS:

- Consumers in the marketplace
- Consumers as individuals
- Consumers as decision makers
- Consumers and subcultures
- Consumers and culture
- Social media planning and marketing

See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.

EVALUATION AND ASSESSMENT:

Assignments	% Of total Grade
Chapter assignments	20%
Quizzes	30%
Applied Consumer Behaviour Assignments	25%
Final Exam	<u>25%</u>
Total	100%

Please see the instructor's syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments, and use of electronic aids.

EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

ACADEMIC POLICIES:

See www.cotr.bc.ca/policies for general college policies related to course activities, including grade appeals, cheating and plagiarism.

COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment, and marketing needs. The instructor will endeavour to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.