



## Consumer Behaviour – MKTG 283

### Business Management Program

### Course Outline

COURSE IMPLEMENTATION DATE: Pre 1998  
OUTLINE EFFECTIVE DATE: September 2023  
COURSE OUTLINE REVIEW DATE: March 2028

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#### 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. Students study case studies and advertisements and evaluate how businesses attempt to influence the behaviour of individuals. Students will apply these concepts to contemporary marketing situations through a series of simulation assignments.

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**Program Information:** This course is required for the Marketing Diploma and the Tourism Management Diploma. The course can also be used to satisfy a business elective in other University Studies programs, see individual program requirements.

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**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	
<b>Total</b>	45

#### Practicum Hours (if applicable):

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

**Course Outline Author:**

Laszlo Markovics, MA

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Signature

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**APPROVAL SIGNATURES:**

Department Head  
Erin Aasland Hall  
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Stephanie Wells  
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Department Head Signature

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Valid from: September 2023 – March 2028

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Education Council Approval Date

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**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

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## 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:

David Mothersbaugh, Susan Bardi Kleiser and Delbert Hawkins (2024). *Consumer Behaviour: Building Marketing Strategy* (ISE 15<sup>th</sup> ed.). McGraw-Hill Canada ISBN 9781266114762

Open Source TextBook:

*Grayson, R: Foundations in Digital Marketing, BCcampus, 2023*

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

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## LEARNING OUTCOMES:

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

- explain the basic terms, definitions, and concepts in consumer behaviour;
  - discuss why consumer behaviour is important to marketers and marketing researchers;
  - describe the internal influences on consumer behaviour including perception, comprehension, motivation and emotions, personality, lifestyles, self-concept, and attitudes;
  - describe external influences on consumer behaviour including cultures, groups, and social media;
  - identify how ethical and social issues affect consumer behaviour and decision making; and
  - demonstrate their knowledge of consumer behaviour concepts to produce a marketing strategy for a product or service.
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## COURSE TOPICS:

- Consumer behaviour and marketing strategy
- External influences on consumer behaviour
- Internal influences on consumer behaviour
- Consumer decision process
- Organizations as consumers
- Consumer behaviour and marketing regulation

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

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## EVALUATION AND ASSESSMENT:

Assignments	% Of total Grade
Chapter assignments	30%
Quizzes	15%
Applied Consumer Behaviour Assignments	30%
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.*

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## 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.

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## 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.

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## ACADEMIC POLICIES:

See [www.cotr.bc.ca/policies](http://www.cotr.bc.ca/policies) for general college policies related to course activities, including grade appeals, cheating and plagiarism.

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## 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.