

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

CONSUMER BEHAVIOR - MKTG 3225

Course objective: To understand the concepts of consumer behavior/ decisions.
To apply the above concepts in setting market strategy.

WEEK	MATERIAL COVERED	CHAPTERS
1	Consumer behavior overview	Chapters 1, 2, 3
Affect and Cognition		
2	Affect and Cognition/Product Knowledge	Chapters 4, 5
3	Comprehension, Attitudes and Intentions	Chapters 6, 7
4	Decision Making and Persuasion	Chapter 8, 9
5	MID TERM EXAMINATION	October 8, 1996
Environment		
6	Environment and Culture	Chapters 14, 15
7	Subculture and Social Class	Chapters 15, 16
8	Reference Groups and Environmental Influences	Chapter 17, 18
Behavior		
9	Intro to Behavior and Conditioning	Chapters 10, 11
10	Adoption, Diffusion and Risk	Chapter 12, 13
11	Consumer Behavior and Marketing Strategy	Handouts
12	FINAL EXAMINATION -	Nov. 26, 1996

Textbook: Understanding Consumer Behavior- Peter, Olson and Rosenblatt
First Canadian Edition- 1996, Irwin.

OVERVIEW

The purpose of this course is to introduce you to the study of consumer behavior in a Canadian context. We will examine many concepts from the behavioral sciences and analyze their usefulness in setting marketing strategies. My approach is to present the key concepts, then to give you the chance to apply them via projects and class discussion.

Marketing has few hard and fast rules to ensure success. This is especially true in consumer behavior. Thus you will be encouraged to think creatively and try out ideas. In the process you should develop your intellectual skills and become better thinkers, who can put concepts together with reality to create strategy.

PREPARATION FOR CLASS

This course will be a combination of lecture and discussion. All students are encouraged to participate by asking questions and offering personal insights.

It is critical that you READ and THINK ABOUT the assigned readings PRIOR to the class. This is your key responsibility. In this way we are all more likely to have an interesting learning experience in each class.

EVALUATION

Mid-Term	25%	
Projects	40%	(2 x 10, 1 x 20)
Class work	10%	(in class participation and attendance)
Final examination	25%	

INSTRUCTOR

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