

COURSE OUTLINECOURSE NAME CONSUMER BEHAVIOR / MARKETING STRATEGYCOURSE NUMBER MKTG 3225DATE APRIL 1996Prepared by School of BusinessTaught to PART TIME STUDIESSchool BusinessDate Prepared AUGUST 1994Term ALL Hrs/Wk 3Credits 3No. of Weeks 12Total Hours 36**PREREQUISITES**

MKTG 1102 Essentials of Marketing

COURSE OBJECTIVES

(Upon successful completion of this course, the student will be able to:)

- Understand the concept of Consumer Behavior and consumer decision processes.
- Apply the principles of consumer Behavior to identify new market opportunities.
- Develop marketing plans to anticipate and meet complex consumer market needs.
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EVALUATION

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|---------------------|-------------|
| Final Examination | <u>35 %</u> |
| Midterm Examination | <u>30 %</u> |
| Projects | <u>25 %</u> |
| Class Work | <u>10 %</u> |

REQUIRED TEXT(S) AND EQUIPMENT

Consumer Behavior in Canada, Theory and Practice

By: T.K. Clarke, F.G. Crane
Harcourt Brace Jovanovich Publisher

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

COURSE SUMMARY

This course is based on the belief that the consumer is the key to successful consumer goods marketing strategies. The complex individual, group, and situational influences on consumer purchases are examined. Consumer decision making and the impact it has on marketing actions is studied closely.

COURSE OUTLINE - MKTG 3225

(continued)

| Week | Material Covered | References |
|-------------|---------------------------------------|-------------------|
| 1 | Consumer behavior and decision making | Chapters 1, 2 |
| 2 | Canadian demographics and culture | Chapters 3, 4 |
| 3 | Subcultures and social class | Chapters 4, 5 |
| 4 | Reference groups | Chapter 6 |
| 5 | Personality and lifestyle | Chapter 7 |
| 6 | MID TERM EXAMINATION | |
| 7 | Motivation and Perception | Chapters 9, 10 |
| 8 | Attitudes and Consumer Involvement | Chapters 12, 13 |
| 9 | Product adoption and diffusion | Chapter 15 |
| 10 | Organizational buying behavior | Chapter 16 |
| 11 | Current trends in consumer behavior | Chapter 17 |
| 12 | FINAL EXAMINATION | |