

**COURSE OUTLINE**COURSE NAME CONSUMER BEHAVIORCOURSE NUMBER MKTG 3225DATE SEPTEMBER 1995Prepared by C.E. MARKETING DEPTTaught to PART TIME STUDIESSchool BusinessProgram Date Prepared AUGUST 1994Option Term 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.

**EVALUATION**

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

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## **REQUIRED TEXT(S) AND EQUIPMENT**

Consumer Behavior in Canada, Theory and Practice

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

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## **REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

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## **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)

<b>Week</b>	<b>Material Covered</b>	<b>References</b>
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	<b>MID TERM EXAMINATION</b>	
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	<b>FINAL EXAMINATION</b>	