

Vicki Forbes.
Spring 95

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

CONSUMER BEHAVIOR - MKTG 3225

Course objective: To understand the concept of consumer behavior/ decisions.
To apply the concepts of CB to identify market opportunities.
To be able to develop a consumer product marketing plan .

WEEK	MATERIAL COVERED	CHAPTERS
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 - MAY 17, 1995	
7	Motivation and Perception	Chapters 9, 10
8	Attitudes and Consumer Involvement	Chapter 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 - JUNE 28, 1995	

EVALUATION

Final examination	35%
Mid-Term	20%
Projects	35%
Class work	10%

INSTRUCTOR

Malcolm Collings, 732-4660 (days)