

COURSE OUTLINE

COURSE NAME CONSUMER BEHAVIOR

COURSE NUMBER MKTG 3225 DATE SEPTEMBER 1994

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program _____

Date Prepared AUGUST 1994 Option _____

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total 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> %
Mid-Term	<u>30</u> %
Projects	<u>25</u> %
Class Work	<u>10</u> %

REQUIRED TEXT(S) AND MATERIALS

Consumer Behavior in Canada, Theory and Practice
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	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	Chapters 6
5	Personality and lifestyles	Chapters 7
6	MID - TERM EXAMINATION	
7	Motivation and Perception	Chapters 9,10
8	Environment and situational influences	Chapters 10
9	Product adoption and diffusion	Chapters 15
10	Organizational buying behavior	Chapters 16
11	Current trends in consumer behavior	Chapters 17
12	FINAL EXAMINATION	