

Course Outline

**Department of Marketing, International Business and
Entrepreneurship
School of Business and Economics**

**MKTG 3470
Consumer Behaviour (3,0,0)**

Calendar Description

Students develop an appreciation for the influence consumer behavior has on marketing activities. Students apply psychological, social, and cultural concepts to marketing decision making. Topics include defining consumer behavior and research, and examining the several factors that affect consumer decision making, such as perception, learning and memory, motivation, self-perception, personality, lifestyle, values, attitude, group influences, income, social class, family structure, subcultures, and culture.

Educational Objectives/Outcomes

Upon completing this course, students will be able to:

1. Define consumer behaviour and its key components and foundations.
2. Discuss the role of perception in influencing consumer behaviour.
3. Explain learning and memory, including the way each can be influenced by marketing activities.
4. Recognize the importance of motivation and affect in consumer behaviour.
5. Relate the concepts of the self and gender to consumer behaviour.
6. Understand the importance of personality, lifestyles, and values in consumption.
7. Examine the various formations of attitudes and associated marketing practices.
8. Describe the process that consumers go through in making decisions.
9. Utilize the concept of groups to understand how consumers determine purchases.
10. Assess income, social class, and family influences on consumer decision making.
11. Compare various consumer subcultures.
12. Analyze cultural influences on consumer decision making.

Prerequisites

MKTG 2430 or MKTG 3430

Note: Students cannot receive credit for both MKTG 3470 and TMGT 4130 (C+ or higher).

Texts/Materials

Solomon, M., White, K. and Dahl, D.R. (2014). Consumer Behaviour: Buying, Having, and Being. 6th Canadian Edition. Toronto: Pearson Education Canada.

Student Evaluation

Term test(s) and quizzes	25-50%
Final exam or project	20-30%
Assignments	25-50%
Participation	0-10%

Course Topics

1. Introduction to Consumer Behavior
 - Defining consumer behavior
 - Defining consumer research
2. Perception
 - Perceptual process
 - Interpretation and meaning
3. Learning and Memory
 - Learning theories
 - Memory
 - Influencing learning and memory
4. Motivation and Affect
 - Defining motivation
 - Consumer involvement
5. Self and Gender
 - Perspectives on the self
 - Self-concept
 - Gender
6. Personality, Lifestyles, and Values
 - Defining personality
 - Personality traits
 - Issues with personality measurement
7. Attitudes
 - Defining attitudes
 - Components of attitudes
 - Attitude change
8. Decision Making
 - Perspectives in decision making
 - Decision making process
 - Biases in the decision making process
 - Choice

- Buying and disposing
9. Group Influences
- Reference groups
 - Conformity
 - Opinion leaders
10. Income, Social Class, and Family Structure
- Defining social class
 - Status symbols
 - Family dynamics
 - Family lifecycle
 - Age cohorts
 - Impacts of age on buying behaviour
11. Subcultures
- Defining subculture
 - Types of subcultures
 - Canadian subculture
12. Cultural Influences
- Defining culture
 - Diffusion of culture
 - Norms, myths, rituals
 - Sacred and profane

Methods for Prior Learning Assessment and Recognition

As per TRU policy

Attendance Requirements – Include if different from TRU Policy

As per TRU policy

Special Course Activities – Optional

Use of Technology – Optional