



**Professors**

Name	Phone	Office	Email
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**Learning Outcomes**

<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> <li>describe the role and importance of consumer behaviour in the marketing mix of a company.</li> <li>recommend marketing strategies most likely to influence consumer behaviour.</li> <li>develop appropriate measurement tools for attitudinal aspects of consumer personality and lifestyle.</li> <li>discuss how different consumers receive information and form perceptions about their environment</li> <li>describe the processes of tracking consumer purchasing attitudes over time.</li> <li>compose an effective and targeted marketing program for a company.</li> </ul>
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**Course Objectives**

<p>This course will cover the following content:</p> <ul style="list-style-type: none"> <li>Analyzing target markets for consumer values, perception, comprehension, memory, motivation, and emotion.</li> <li>Evaluating the role of personality, lifestyles, self-concept, and attitudes in consumer behaviour.</li> <li>Examining the influence of reference groups, social power, culture, and micro-cultures on the decision-making process.</li> <li>Building consumer relationships from consumption to satisfaction.</li> <li>Recognizing and reducing marketing misbehaviour through marketing ethics.</li> </ul>
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**Evaluation Procedure**

Participation and In-class Assignments	10%
Group Project:	
Proposal	5%
Written Report	20%
Oral Presentation	10%
Mid-term exams	20%
Final exam	35%
Total	100%



Course Schedule

Date		Topic	Textbook	Project
Week of:		Tuesday Sept 5 College-wide Orientation Day Wednesday Sept 6 Classes Begin Monday Oct 9 Thanksgiving Day – <i>no classes</i> Monday Nov 13 Statutory Holiday for Remembrance Day – <i>no classes</i> Tuesday Dec 5 Last Day of Regularly-scheduled Classes		
Sep	3-9	Course overview Introduction to Consumer Behaviour	Introduction Ch 1	Expectations
	10-16	Consumer Values Learning and Perception	Ch 2 Ch 3	
	17-23	Comprehension, Memory, Cognitive Learning Motivation and Emotion	Ch 4 Ch 5	Team Formation
	24-30	Personality, Lifestyles and the Self-Concept	Ch 6	
Oct	1-7	Attitudes and Attitude Change	Ch 7	

