

Business Administration

Course Number:

Professors

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Learning Outcomes

Upon completion of this course students will be able to

describe the role and importance of consumer behaviour in the marketing mix of a company.

recommend marketing strategies most likely to influence consumer behaviour.

develop appropriate measurement tools for attitudinal aspects of consumer personality and lifestyle.

discuss how different consumers receive information and form perceptions about their environment

describe the processes of tracking consumer purchasing attitudes over time.

compose an effective and targeted marketing program for a company marketing program for a

Notes**Class Policy and Participation**

Your participation in class requires **regular attendance**, as this course is not available by distance education. Students are expected to read the chapters and complete the assigned work prior to coming to class. Participation will be evaluated throughout the semester.

Students must work in teams to complete the project. The major project requires advanced reading and secondary research. Team membership and project topics must be approved by the professor before proceeding.

The professor may progress quickly or slowly through the assigned chapters, depending upon complexity, discussion, current issues, guest speakers, etc.

Exams

Students must receive a passing average (50%) on the individual exams in order to pass the course.

Project

The Consumer Behaviour Project involves a team of students researching how a consumer product (goods or services) needs to be focused towards a specific target market. Teamwork will include selecting and clearly defining the target market, selecting one specific product (or product line) for a local company, and then determining the best way a business can present the product to that target market. Work will be evaluated as follows:

Proposal: (5%) Target market analysis of characteristics and buyer behaviour

Written: (20%) Detailed recommendations and conclusions on how to present the product

Oral: (10%) Presentation and defence of recommendation and conclusions.

Textbook

Project

