OFFICIAL UNDERGRADUATE COURSE OUTLINE (page 1)

COURSE IMPLEMENTATION DATE:	September 1994
COURSE REVISED IMPLEMENTATION DATE:	September 2014
COURSE TO BE REVIEWED:	March 2019
(six years after UEC approval)	*(month, year)*

OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

BUS 327	School of Business	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS

Consumer Behaviour
COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

This course is all about shopping to understand the behaviours, attitudes, desires, and motivations of shoppers to explain why you buy what you do. Consumer behaviour is an interdisciplinary subject; it is based on concepts and theories developed by researchers from psychology, sociology, social psychology, cultural anthropology, and economics and then applied in marketing to compile the data necessary to become an expert in your buyers. This course explores a variety of tools and data collected by marketers to develop comprehensive Buyer Profiles used to create effective marketing strategy. Students also explore the impact of the purchase environment, culture, and the people who influence buyers and their impact on a buyer's purchase choice and satisfaction.

PREREQUISITES: BUS 320
COREQUISITES:
PRE or COREQUISITES:

SYNONYMOUS COURSE(S):
(a) Replaces:
(b) Cross-listed with:
(c) Cannot take: for further credit.

SERVICE COURSE TO: *(department/program)*

TOTAL HOURS PER TERM: 45

STRUCTURE OF HOURS:

Lectures:	30	Hrs
Seminar:		Hrs
Laboratory:		Hrs
Field experience:	10	Hrs
Student directed learning:		Hrs
Other (specify): Field Trips	5	Hrs

TRAINING DAY-BASED INSTRUCTION:
Length of course:
Hours per day:

OTHER:
Maximum enrolment: 25
Expected frequency of course offerings: Annually (winter)
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	☐ Yes	☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	☒ Yes	☐ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	☒ Yes	☐ No

Course designer(s):	**Cindy Stewart**		
Department Head:	**Don Miskiman**	Date approved:	
Campus-Wide Consultation (CWC)		Date of meeting:	**January 11, 2013**
Curriculum Committee chair:	**Kevin deWolde**	Date approved:	**October 23, 2012**
Dean/Associate VP:	**Rosetta Khalideen**	Date approved:	**January 25, 2013**
Undergraduate Education Committee (UEC) approval		Date of meeting:	**February 1, 2013**

LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to:

1. Identify and explain consumer perceptions and the use of signaling and semiotics to enhance advertising and consumer information processing.
2. Identify and explain consumer self-concept driven by demographics; life-style and personality characteristics.
3. Assess the role of reference groups and their types of influences in the product selection and adoption process.
4. Determine consumer beliefs and attitudes toward brand and their geneses.
5. Assess the cultural and subcultural values and their influence on purchase behaviour
6. Determine consumer choice antecedents including situational determinants, time pressures, personal salience, general shopping orientation, branding, store atmospherics, and motivations.

METHODS: *(Guest lecturers, presentations, online instruction, field trips, etc.)*

This is primarily a case-based learning course accentuated with lecture, student led field studies, and class field trips.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

☒ Examination(s) ☐ Portfolio assessment ☐ Interview(s)

☐ Other (specify):

☐ PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]

Solomon (2011). *Consumer Behaviour* (9th edition). Pearson

SUPPLIES / MATERIALS:

STUDENT EVALUATION:

The recommended student evaluation for this course is as follows:

Case analyses	45%
Group written assignment and presentation	30%
Final exam	25%

COURSE CONTENT:

The recommended course content is as follows:

Module One: Role of Perception and Learning - Consumer perceptions; semiotics, and beliefs.

Module Two: Role of the Self- Consumer characteristics: demographics; life-style, personality, gender and need state.

Module Three: Attitudes, Desires, and Motivations - Consumer attitudes and motivations.

Module Four: Purchase Process - Antecedents including situational determinants, time pressures, personal salience, general shopping orientation, branding, store atmospherics, motivation in store choice and shopping behaviour.

Module Five: Referents and Influencers - Reference groups and their types of influences; opinion leadership and their influence; diffusion of new products, cultural and subcultural and their in influences.

This course makes extensive use of consumer research field studies to confirm or refute the findings of the referenced research findings in the textbook. Students are expected to conduct in-store studies addressing a series of concept related tests and report their findings using all relevant statistical models from BUS 320.