

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 327		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Consumer Behaviour Course Short Title: Consumer Behaviour															
Faculty: Faculty of Business and Computing		Department (or program if no department): School of Business													
Calendar Description: <p>Students explore the attitudes, desires, and motivations of shoppers to explain choice and create comprehensive buyer personas by applying theories developed in psychology, sociology, and social psychology, and using the latest tools and techniques in consumer research. Students also explore the impact that the purchase environment, the people in it, and cultural differences (such as international and Indigenous) have on shaping buyer behaviour.</p> <p>Note: Field trips outside of class time may be required.</p>															
Prerequisites (or NONE):		45 university credits including BUS 120.													
Corequisites (if applicable, or NONE):		NONE													
Pre/corequisites (if applicable, or NONE):		NONE													
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Annually Maximum enrolment (for information only): 25													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Tutorials/workshops</td> <td>30</td> </tr> <tr> <td>Lecture/seminar</td> <td>12</td> </tr> <tr> <td>Experiential (field trip)</td> <td>3</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Tutorials/workshops	30	Lecture/seminar	12	Experiential (field trip)	3					Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Tutorials/workshops	30														
Lecture/seminar	12														
Experiential (field trip)	3														
Total hours	45														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit (See bctransferguide.ca) Transfer credit already exists: Yes Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: April 1, 2025													
Faculty Council approval		Date of meeting: April 11, 2025													
Undergraduate Education Committee (UEC) approval		Date of meeting: August 28, 2025													

Learning Outcomes

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

1. Explain consumer perceptions and the use of signaling and semiotics to enhance advertising and consumer information processing.
2. Evaluate the ethical use of AI in completing routine consumer research tasks.
3. Create consumer self-concepts from demographics, lifestyle, and personality characteristics.
4. Analyze consumer beliefs and attitudes toward brand and their geneses.
5. Identify consumer choice antecedents including situational determinants, time pressures, personal salience, general shopping orientation, branding, store atmospherics, and motivations.
6. Assess the role of reference groups and their types of influences in the product selection and adoption process.
7. Assess the cultural and subcultural values and their influence on purchase behavior of domestic and internationalized buyers including local, Canadian and international Indigenous cultural groups.
8. Assess the validity of consumer behavior research on a particular target market using field studies.

Recommended Evaluation Methods and Weighting (*Evaluation should align to learning outcomes.*)

Project:	45%	Quizzes/tests:	10%
Assignments:	15%	Field evaluation:	30%

Details:

Project includes the completion of three field study activities (15% each).

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods (*Guest lecturers, presentations, online instruction, field trips, etc.*)

A case-based learning course accentuated with lectures, student-led field studies, and class field trip.

Texts and Resource Materials (*Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Textbook	Solomon, M., et al.	Consumer Behaviour (Pearson)	Current
2.			
3.			
4.			
5.			

Required Additional Supplies and Materials (*Software, hardware, tools, specialized clothing, etc.*)

n/a

Course Content and Topics

Module One: Role of perception and learning

- Consumer perceptions; semiotics, and beliefs (LO 1-2)

Module Two: Role of the self

- Consumer characteristics: demographics; lifestyle, personality, gender and need state (LO 2-3)

Team assignment 1: Conduct field study to confirm or refute textbook referenced consumer behavior evidence (LO 1–3, 8)

Module Three: Attitudes, desires, and motivations

- Consumer attitudes and motivations (LO 2,4)

Module Four: Purchase process

- Antecedents including situational determinants, time pressures, personal salience, general shopping orientation, branding, store atmospherics, motivation in store choice and shopping behavior (LO 2,5)

Team assignment 2: Conduct field study to confirm or refute textbook referenced consumer behavior evidence (LO 2,4-5, 8)

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 influences (LO 2, 6-7)

Team Assignment 3: Conduct field study to confirm or refute textbook referenced consumer behavior evidence (LO 2, 6-8)

Field Trip: Assessment of main course concepts applied in upscale, trendy and economy branded stores (LO 5-8)

Quizzes and test (LO 1–7)