



## MKTG-283 – Consumer Behaviour

### Business

**Effective Term & Year:** Fall 2022

**Course Outline Review Date:** 2023-03-01

**Program Area:** Business Management

#### Description:

This course is a study of the many influences on the consumer's purchasing decisions. Topics covered include economic, demographic, cultural, social, and reference group influences. The emphasis is on understanding the customer, the concepts underlying target marketing and market segmentation.

#### Program Information:

This course is required for the Business Management Diploma-Marketing and the Tourism Management Diploma.

**Delivery Methods:** On-campus (Face-to-Face), Online

**Credit Type:** College of the Rockies Credits

**Credits:** 3

**Course type/s:** Business Management

#### Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	
Practicum/Field Experience	
Co-op/Work Experience	

Other

Total	45
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### Course Requisites:

- Earned a minimum grade of C- (55%) in each of the following:
  - MKTG281 – Principles of Marketing (3)

### Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

### Course Transfer Credit:

For information about receiving transfer credit for courses taken at other BC institutions, please see <http://www.bctransferguide.ca>. All requests for course transfer credit from institutions in BC or elsewhere should go to the College of the Rockies Enrollment Services office.

### Textbook Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Solomon, M., White, K., & Dahl, D. (2017). *Consumer Behaviour* (7th Can ed.). Toronto: Pearson

Canada.

Larson, J., & Draper, S. (2017). *Digital Marketing Essentials*. Rexburg. STUKENT

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

### Learning Outcomes:

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

### **Knowledge**

- understand basic terms and concepts in consumer behaviour;
- understand why consumer behaviour is important to marketers and marketing researchers;
- understand how prevailing environmental and social problems have affected consumer behaviour;

### **Comprehension**

- understand value and the consumer behaviour value framework.
- understand both internal and external influences on consumer behaviour, internal influences include perception, comprehension, memory, cognitive learning, motivation and emotions, personality, lifestyles, self-concept, and attitudes. External influences include cultures, groups, and social media;
- understand consumption processes, including situations and consumer decision making under specific situations;
- understand post-consumption processes, including consumer satisfaction, consumer relationships, marketing ethics, etc.;
- understand how and why (why not) consumers have adopted sustainable consumer behaviour when faced with environmental and social challenges;

### **Application**

- apply consumer behaviour theories to chapter assignments;
- apply psychological, behavioural, cultural knowledge acquired in this course to the applied CB project;
- apply sustainability knowledge to the study of consumer behaviour;

### **Analysis**

- analyze how much consumer behaviour has (or has not) changed when faced with such issues as climate change, natural resource depletion, environment deterioration, and corporate scandals, etc.;
- analyze successful examples of how businesses have adapted their business strategies to changed consumer behaviour and how such strategic adjustment has contributed to their business performance;

### **Synthesis**

- combine research skills, CB theories, sustainability principles, presentation skills and teamwork spirit into the completion of your final CB project;

### **Evaluation**

- evaluate the weight of environmental and social sustainability considerations in consumer decision making;
- assess the ideas and work of other group members and classmates;

### Participate

- participate in classroom discussions and presentations; and
- work on a group CB project that targets on analyzing sustainable consumer behaviour.

### Course Topics:

- Consumers in the marketplace
- Consumers as individuals
- Consumers as decision makers
- Consumers and subcultures
- Consumers and culture
- Social media planning and marketing

*See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.*

## Evaluation and Assessments

### Assessment Type: On-Campus (face-to-face) and Online, or Hybrid

Assessment Type	% of Total Grade
Chapter assignments	20%
Quizzes	30%
Applied Consumer Behaviour Assignments	25%
Final Exam	25%
Total	100%

## Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

**Pass requirements:** None

**Evaluation Notes:** Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that

contribute to the BBA.

### **Exam Attendance:**

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a "0" on the exam.

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### **Academic Policies:**

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
  - Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
  - Policy 2.5.8 Academic Performance
  - Policy 2.5.3 Grade Appeal
  - Policy 2.4.9 Student Concerns Re Faculty
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### **Equivalent Course(s) and Course Code Changes**

Prior Course Code: BUAD 213 >> MKTG 283

Date changed: September 2010

### **Course Changes:**

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.