



## MKTG-283 – Consumer Behaviour

### Business

**Effective Term & Year:** Fall 2023  
**Course Outline Review Date:** 2028-03-01

**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. Students study case studies and advertisements and evaluate how businesses attempt to influence the behaviour of individuals. Students will apply these concepts to contemporary marketing situations through a series of simulation assignments.

#### Program Information:

This course is required for the Marketing Diploma and the Tourism Management Diploma. The course can also be used to satisfy a business elective in other University Studies programs, see individual program requirements.

**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	
<b>Total</b>	<b>45</b>

### 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 either British Columbia or Alberta institutions, please see <https://www.bctransferguide.ca/> or <https://transferalberta.alberta.ca> . For more transfer credit information, please visit <https://www.cotr.bc.ca/Transfer>

All requests for course transfer credit from institutions in British Columbia or elsewhere should go to the College of the Rockies Enrolment 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:

David Mothersbaugh, Susan Bardi Kleiser and Delbert Hawkins (2024). *Consumer Behaviour: Building Marketing Strategy* (ISE 15th ed.). McGraw-Hill Canada ISBN 9781266114762

Open Source TextBook:

*Grayson, R: Foundations in Digital Marketing, BCcampus, 2023*

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

- explain the basic terms, definitions, and concepts in consumer behaviour;
- discuss why consumer behaviour is important to marketers and marketing researchers;
- describe the internal influences on consumer behaviour including perception, comprehension, motivation and emotions, personality, lifestyles, self-concept, and attitudes;
- describe external influences on consumer behaviour including cultures, groups, and social media;
- identify how ethical and social issues affect consumer behaviour and decision making; and
- demonstrate their knowledge of consumer behaviour concepts to produce a marketing strategy for a product or service.

## Course Topics:

- Consumer behaviour and marketing strategy
- External influences on consumer behaviour
- Internal influences on consumer behaviour
- Consumer decision process
- Organizations as consumers
- Consumer behaviour and marketing regulation

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	30%
Quizzes	15%
Applied Consumer Behaviour Assignments	30%
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

**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.

### 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

### 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.

