Business Administration

Course Number:	**BUAD 345**
Course Title:	**CONSUMER BEHAVIOUR**
Credits:	3
Calendar Description:	This course examines how decisions are made in the marketplace by consumers. The study of consumer behaviour allows marketers to anticipate reactions to changes in the marketing mix and responses to new products. In addition, the course covers group influence, consumerism and branding.
Semester and Year:	**FALL 2018**
Prerequisite(s):	BUAD 116 and a minimum third-year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Marketing Specialty – Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	June 2004
EDCO Approval:	
Chair's Approval:	

Professors

Name	Phone	Office	Email
Michael Orwick ***Course Captain***	**250-762-5445 ext. 4683**	**K: E226**	**morwick@okanagan.bc.ca**

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.

Course Objectives

This course will cover the following content:

- Analyzing target markets for consumer values, perception, comprehension, memory, motivation, and emotion.
- Evaluating the role of personality, lifestyles, self-concept, and attitudes in consumer behaviour.
- Examining the influence of reference groups, social power, culture, and micro-cultures on the decision-making process.
- Building consumer relationships from consumption to satisfaction.
- Recognizing and reducing marketing misbehaviour through marketing ethics.

Evaluation Procedure

Participation and In-class Assignments	10%
Group Project:	
Proposal	5%
Written Report	20%
Oral Presentation	10%
Mid-term exams	20%
Final exam	35%
Total	100%

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.

See Weekly Schedule and Project Outline information for details and due date.

Oral Presentations

- Students are expected to be in appropriate **business attire** for their presentations.
- All members of each group are expected to attend and evaluate **all** presentations. Participation marks will be deducted for absences.
- Presentations will be about 20 minutes long, followed by a 10 minute question period (note that the 30 minute maximum will be enforced).

Required Texts/Resources

Babin, Harris, Murray. (2013) *CB*: Canadian edition. Toronto: Nelson.
ISBN 978-0-17-657038-5

Course Schedule

Date		Topic	Textbook	Project
2018 Week of:		Tuessday, September 4 - Orientation Wednesday, September 5 - Classes Start Monday, October 8 – Thanksgiving Day (no classes) Monday, November 12 – Remembrance Day (no classes) Thursday, December 6 - Last Day of Regular Classes		
Sept.	3-7	Course overview Introduction to Consumer Behaviour	Introduction Ch. 1	Expectations
	10-14	Consumer Values Learning and Perception	Ch. 2 Ch. 3	
	17-21	Comprehension, Memory, Cognitive Learning Motivation and Emotion	Ch. 4 Ch. 5	Team Formation
	24-28	Personality, Lifestyles and the Self-Concept Attitudes & Attitude Change	Ch. 6 Ch. 7	
Oct.	1-5	Consumer Culture	Ch. 8	**Written Proposal Due**
	8-12	Micro cultures Group and Interpersonal Influence	Ch. 9 Ch. 10	
	15-19	**Mid-term exam** (Chapters 1 to 10)		*Bring picture ID to all exams.*
	22-26	Consumers in Situations Need Recognition & Search	Ch. 11 Ch. 12	
	29-2	Decision Making Consumption to Satisfaction	Ch. 13 Ch. 14	
Nov.	5-9	Consumer Relationships Ethics and Consumer Misbehaviour	Ch. 15 Ch. 16	
	12-16	Oral Project Presentations begin Class Participation MANDATORY		
	19-23	Oral Project Presentations begin Class Participation MANDATORY		**Written Project Due**
	26-30	Oral Project Presentations conclude Class participation MANDATORY		
Dec	2-6	Course Conclusion and Review		
		FINAL EXAM PERIOD		

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student "conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC", as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

"Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination."

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as "the presentation of another person's work or ideas without proper or complete acknowledgement." It is the serious academic offence of reproducing someone else's work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

"Intentional plagiarism is the deliberate presentation of another's work or ideas as one's own." Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

"Unintentional plagiarism is the inadvertent presentation of another's work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit."

What are the Students' Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors' name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

"Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication "*Plagiarism Avoided; Taking Responsibility for your Work".* This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.