




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 2023
Prerequisite(s):	BUAD 116 and a minimum third-year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	6
Graduation Requirement:	BBA, Marketing Specialty – Elective
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	No
Originally Developed:	June 2004
EDCO Approval:	June 2004
Chair's Approval:	

Professors

Name	Phone	Office	Email
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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

Term Work	10%
Group Project:	35%
Proposal (5%)	
Written Report (20%)	
Oral Presentation (10%)	
Mid-term exam	20%
Final exam	35%
Total	100%

Notes

Students must earn at least 50% of the total exam marks to pass the course. The final exam is weighted at almost double the mid-term, so failing grades on the mid-term exam can be made up with a good score on the final exam.

Work that is submitted late may be rejected or subject to loss of marks **at the discretion of the professor**. However, after 5 days (including weekends and holidays), no work will be accepted for grading. All materials submitted for grading must be professionally presented and WILL be marked for spelling and grammar as well as content.

Attendance

There is a direct correlation between attendance and participation in class and a good academic grade. It is highly recommended that students read text materials before classes. Any work missed as a result of failure to attend class is the responsibility of the student.

Team Work

The term work grade will be based the individual professor's decisions. It may include (but not be limited to) quizzes, presentations, class participation, attendance, in-class work, and individual assignments.

Term Project

The Term Project is a group project. The individual grades will be subject to performance reviews by each team member. Details will be provided by your professor.

Required Texts/Resources

CB, 2nd Canadian Edition, by Babin, Harris & Murray. (2017/2014), Toronto: Nelson
ISBN-13 978-0-17-657038-5

Course Schedule

Date		Topic	Textbook	
2023 Week of		Wednesday September 6, First day of class Friday September 15, Last day to register for Fall 2023 Monday Oct. 2 Statutory Holiday (no classes) Monday Oct. 9 Statutory Holiday (no classes) Monday Nov. 13, Statutory Holiday (no classes) Friday Oct 27, Last day to withdraw from class without academic penalty Thursday December 7, Last day of class	Chapter(s):	
		Sep 6	Course overview Introduction to Consumer Behaviour	Ch. 1
		11	Memory Class	
		13	Value & Consumer Behaviour Framework	Ch. 2
		18	Learning and Perception Comprehension, Memory,	Ch. 3
		20	Cognitive Learning	Ch. 4
		25	Motivation and Emotion	Ch. 5
27	Personality, Lifestyles and the Self-Concept	Ch. 6		
Oct	2	Statutory Holiday (no classes)		
	4	Attitudes & Attitude Change (Written Proposal Due)	Ch. 7	
	9	Statutory Holiday (no classes)		
	11	Consumer Culture / Microcultures	Ch. 8/9	
	16	Group and Interpersonal Influence	Ch. 10	
	18	Mid-term exam (Chapters 1-10)		
	23	Consumers in Situations	Ch. 11	
	25	Need Recognition & Search	Ch. 12	
Nov	30	Decision Making	Ch. 13	
	1	Consumption to Satisfaction	Ch. 14	
	6	Consumer Relationships	Ch. 15	
	8	Ethics and Consumer Misbehaviour	Ch. 16	
	13	Statutory Holiday (no classes)		
	15	Project Presentations		
	20	Project Presentations		
	22	Project Presentations		
	27	Project Presentations		
	29	Project Presentations (Written Project Due)		
	4	Final Exam Preparation		
	6	Final Exam Preparation		
		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 Academic Integrity Policy outlined in the OC calendar, which is available online [OC Academic Integrity Policy](#). 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, 7th edition (2019)). 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.