

Brief Course Outline

Course Title: Consumer Behaviour

Course Number and Section

MOS

3321F 551

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Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL Brightspace is the official and authoritative source of information for the course.

Course Description:

This course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology and economics. Emphasis will be on how behavior is shaped by internal and external influences.

Learning Outcomes: one outcome per entry

- Identify the key terms, concepts, and theories of consumer behaviour
- Evaluate the principal theories of consumer behaviour; critically assess strengths, limitations, and applications
- Apply consumer behaviour concepts to real world marketing problems and develop better marketing programs and strategies to influence those behaviours
- Analyze the current trends in consumer behaviour; and apply them to the marketing of an actual product or service
- Use consumer behaviour methods and basic data-analytic tools to inform decision-making within the context of real-world marketing problems

Textbooks and Course Materials:

Required: Michael Solomon, Kelley Main, Katherine White, Darren Dahl, & Bonnie Simpson. (2024). Consumer Behaviour: Buying, Having, Being (9th Canadian edition). Pearson.

Approximate cost: Ebook PA = \$102.00; Ebook 180 = \$72.00

Other options: Pearson+; Used copies

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Article Review & Project Proposal	09/29/26	5
Survey Materials	10/09/26	5

Assignment	Due Date mm/dd/yy	Weight - %
Midterm Exam	10/24/26	25
Team Presentation	12/01/26	10
Written Report	12/04/26	15
Final Exam	TBD	30
Participation	Ongoing	10

Tuesday, August 11, 2026

Huron Brief Course Outline 2026/27

For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
 - Or include the weblink of the textbook’s publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.