

Brief Course Outline

Course Title: Consumer Behaviour

Course Number and Section:

MOS

3321F 550

Instructor Name(s): Dr. Kelly Barnes

Instructor Email(s): kbarne2@uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL 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:

- 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 Textbook: Solomon, Michael, Kelley J. Main, Katherine White, Darren W. Dahl, & Bonnie Simpson. (2024). Consumer Behaviour: Buying, Having, and Being (9th Canadian Edition). Pearson Education Canada. Cost: \$95.00

Students are welcome to purchase a second-hand copy but make sure it is the 9th edition.

Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Midterm	October 18	25
Final Exam	TBD	30

Assignment	Due Date mm/dd/yy	Weight - %
Participation	N/A	10
Term Project	Various Dates	35

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

Friday, August 15, 2025