

## Brief Course Outline

**Course Title:** **Consumer Behaviour**

**Course Number and Section:**

MOS

3321F 551

**Instructor Name(s):** Matthew Maxwell-Smith

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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 (digital access to the following text): Solomon, Michael, Kelley J. Main, Katherine White, Darren W. Dahl, & Bonnie Simpson. (2023). Consumer Behaviour: Buying, Having, and Being (9th Canadian Edition). Pearson Education Canada.

There are two e-book options for purchasing this textbook available through the Western Bookstore web site: E-book Perpetual Access (\$95.00) or Ebook Rental (\$68.00).

### Methods Of Evaluation:

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

Assignment	Due Date mm/dd/yy	Weight - %
Participation		10
Term Project		35

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

Monday, August 18, 2025