

Brief Course Outline

Course Title: Consumer Behaviour

Course Number and Section:

MOS

3321G 550

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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:

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.

Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Midterm		25
Final Exam		30
Participation		10

Assignment	Due Date mm/dd/yy	Weight - %
Term Project: Article Review; Survey Materials; Final Report; Team Presentation		35

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

Thursday, December 5, 2024