

Huron Brief Course Outlines

Fall/Winter 2023-2024

Course Title: Consumer Behaviour

Course Number and Section

MOS

3321F - 550

Instructor Name(s): Matthew Maxwell-Smith

Instructor Email(s): mmaxwel3@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.

Textbooks and Course Materials:

Required (digital access to the following text): Solomon, Michael R., Katherine White & Darren W. Dahl (2021). Consumer Behaviour: Buying, Having, and Being (8th Canadian Edition). Pearson Education Canada.

Additional readings from academic journals, practitioners' journals and the popular press are also assigned periodically, to illustrate and expand upon the concepts covered in the text (see Section 7.0 of the course syllabus).

Methods of Evaluation:

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