

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 is the official and authoritative source of information for the course.

Course Description:

This course focuses on understanding and predicting consumer behaviour by integrating theories from psychology, sociology, anthropology and economics. Emphasis will be on how behaviour 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. Consumer Behaviour: Buying, Having, and Being, Canadian Edition, 9th 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

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

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

Tuesday, August 13, 2024