

Course Outline

Course Code, Number, and Title:

MARK 3200: Consumer Behaviour

Course Format:

Lecture 3 h + Seminar 1 h + Lab 0 h

Credits: 3

Transfer Credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, and Corequisites:

This course intends to provide students with a strategic overview of Consumer Behaviour Theory and to demonstrate how this theory can be used to set marketing strategy and achieve overall corporate goals. The course will introduce students to both the internal and external influences on a consumer's decision to buy a product or service. The course looks at consumers as individuals and as part of society. Students will gain first-hand experience uncovering "consumer insights" in order to develop marketing strategies. This course will be taught using lectures, case studies, guest speakers and group and individual assignments.

Completion of a minimum of 54 credits including MARK 1115 with a minimum "C" grade and 6 credits of university-transferable English or Communications with a minimum "C" grade.

Learning Outcomes:

Upon successful completion of this course, students will be able to

- Explain how insights gained from understanding Consumer Behaviour are used to set marketing strategy and achieve overall corporate goals.
- Describe the internal dynamics of Consumer Behaviour including: perception, learning and memory, motivation and values, the self, personality and lifestyles, and attitude.
- Describe the decision making process and the external influences of groups, opinion leaders and family members upon decision-making.
- Understanding how belonging to different social and sub-cultural groups can influence our decisions.
- Appreciate how the emerging developments in culture affect our lives as consumers.
- Critically evaluate, on an ethical level, the exploitation of human failings and the outcome of "suspect" marketing activities and marketing mistakes.

Instructor(s): TBA

Office: TBA

Phone: TBA

Email: TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8

Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.

Assessments and Weighting:

Final Exam %

Other Assessments %

(An example of other assessments might be:) %

Information currently unavailable, please consult Department for details.

Grading:

Specific grading schemes will be detailed in each course section outline.

Information currently unavailable, please consult Department for details.

Detailed Course Schedule:

Information currently unavailable, please consult Department for details

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies: