

Professors

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Learning Outcomes

<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> describe the role and importance of consumer behaviour in the marketing mix of a company. recommend marketing strategies most likely to influence consumer behaviour. develop appropriate measurement tools for attitudinal aspects of consumer personality and lifestyle. discuss how different consumers receive information and form perceptions about their environment describe the processes of tracking consumer purchasing attitudes over time. compose an effective and targeted marketing program for a company.
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Course Objectives

<p>This course will cover the following content:</p> <ul style="list-style-type: none"> Analyzing target markets for consumer values, perception, comprehension, memory, motivation, and emotion. Evaluating the role of personality, lifestyles, self-concept, and attitudes in consumer behaviour. Examining the influence of reference groups, social power, culture, and micro-cultures on the decision-making process. Building consumer relationships from consumption to satisfaction. Recognizing and reducing marketing misbehaviour through marketing ethics.
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Evaluation Procedure

Participation and In-class Assignments	10%
Group Project:	
Proposal	5%
Written Report	20%
Oral Presentation	10%
Mid-term exams	20%
Final exam	35%
Total	100%

Course Schedule

Date		Topic	Textbook	Project
Week of:		Tuesday Sept 5 College-wide Orientation Day Wednesday Sept 6 Classes Begin Monday Oct 9 Thanksgiving Day – <i>no classes</i> Monday Nov 13 Statutory Holiday for Remembrance Day – <i>no classes</i> Tuesday Dec 5 Last Day of Regularly-scheduled Classes		
Sep	3-9	Course overview Introduction to Consumer Behaviour	Introduction Ch 1	Expectations
	10-16	Consumer Values Learning and Perception	Ch 2 Ch 3	
	17-23	Comprehension, Memory, Cognitive Learning Motivation and Emotion	Ch 4 Ch 5	Team Formation
	24-30	Personality, Lifestyles and the Self-Concept	Ch 6	
Oct	1-7	Attitudes and Attitude Change	Ch 7	

