

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: CONSUMER BEHAVIOUR
Code No.: MKT 102-2
Program: ADVERTISING MANAGEMENT •- BUSINESS MANAGEMENT
Semester: FOUR
Date: JANUARY, 1984
Author: J, KUCHMA

New:

Revision: X

APPROVED:

Chairperson

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Date

CALENDAR DESCRIPTION

CONSUMER BEHAVIOUR

MKT 102-2

Course Name

Course Number

PHILOSOPHY/GOALS:

To Study the motives and behaviour of consumers in making purchasing decisions. Using behaviour theory as a basis, other topics discussed include group dynamics, the opinion leadership process, social class culture, diffusion of innovations and consumer decision-making.

The course will assist students in relating consumer behaviour with the marketing process and in particular with the planning of strategies and tactics in the advertising campaign.

METHOD OF ASSESSMENT (GRADING METHOD):

Tests (3)	25% each	= 75%
In class seminar	15%	= 15%
Class preparedness	10%	= 10%
		100%

Tests: Students missing any tests will receive a zero for that particular test, (seminar included) The exceptions being, medical reasons, jury duty, family bereavement etc. where consideration will be taken into account in regard to a re-write. Late assignments will be downgraded.

- A = 85-100%
- B = 70-84%
- C = 55-69%

A supplementary test (covering the entire work) may be allowed only at the end of the semester. TO QUALIFY, A STUDENT MUST HAVE A 40% AVERAGE. A pass in this test will result in a C grade.

Method of Assessment (Grading method):

In class seminar: Students in groups of two will be responsible for presenting a designated chapter area from the text which may be supplemented by additional material researched by the students, (books, films, handouts etc.) Each presentation must be a minimum of 30 minutes with any remaining time left for question/answer period and general discussion-
Top areas may be selected from those indicated in the Subject Matter section of this course outline.

Class preparedness: This evaluation will be determined by such criteria as:

- (a) Student's answers to homework questions and assignments.
- (b) Regular attendance to be able to participate in assignments and answer questions.

TEXT: CONSUMER BEHAVIOUR
J.F. Engel/R.D. Blackwell
Fourth Edition
The Dryden Press

METHOD OF PRESENTATION:

Lectures, seminars and class discussions will make up the majority of the learning process.

SUBJECT AREA (MATTER):

Consumerism	Chapter 21
Understanding the consumer	Chapter 1
Consumer decision process: An Overview	Chapter 2
Economic Demographics: The Foundation of Consumption	Chapter 3
Cross-cultural and Subcultural Influences	Chapter 4 (SEMINAR TOPIC)
Social Stratification	Chapter 5 (SEMINAR TOPIC)
TEST TT 1	(approximately week of Feb. 6th)

Subject Matter;

Reference Groups and Family Influences	Chapter 6
Life-Style Research and Marketing Strategy	Chapter 7 (SEMINAR TOPIC)
Learning and Behaviour Modification	Chapter 8
Information Processing	Chapter 9

TEST # 2 (approximately week of March 19)

Problem Recognition	Chapter 10
The Search Process	Chapter 11 (SEMINAR TOPIC)
Nonmarketer-Dominated Information Sources	Chapter 12
The Diffusion of Innovations	Chapter 13
Choices and its Outcomes	Chapter 17
Purchasing Behaviour and Retail Strategy	Chapter 18 (SEMINAR TOPIC)

TEST # 3 (approximately week of April 23rd)