

**COURSE CODE:** BUAD 345

**COURSE TITLE:** CONSUMER BEHAVIOUR

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### **Calendar Description**

This course examines how decisions are made in the marketplace by consumers. The study of consumer behaviour allows marketers to anticipate reactions to changes in the marketing mix and responses to new products. In addition, the course covers group influence, consumerism and branding.

**Prerequisite(s):** BUAD 116 and minimum third-year standing

**Co-requisite(s):** None

**Prerequisite for:** None

**Substitutable Courses:** None

**Graduation Requirement:** BBA, Marketing Specialty - Elective

**Transfer Credit:** None

**Special Notes:** None

**Credits:** 3

**Hours per Week:** 6

**Originally Developed:** June 2004

**EDCO Approval:** June 2004

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**CHAIR'S APPROVAL:**



## Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Describe** the role and importance of consumer behaviour in the marketing mix of a company.
  - 2 **Recommend** marketing strategies most likely to influence consumer behaviour.
  - 3 **Develop** appropriate measurement tools for attitudinal aspects of consumer personality and lifestyle.
  - 4 **Discuss** how different consumers receive information and form perceptions about their environment
  - 5 **Describe** the processes of tracking consumer purchasing attitudes over time.
  - 6 **Compose** an effective and targeted marketing program for a company.

## Course Objectives

- Objectives This course will cover the following content
- 1 Analyzing target markets for consumer values, perception, comprehension, memory, motivation, and emotion.
  - 2 Evaluating the role of personality, lifestyles, self-concept, and attitudes in consumer behaviour.
  - 3 Examining the influence of reference groups, social power, culture, and micro-cultures on the decision-making process.
  - 4 Building consumer relationships from consumption to satisfaction.
  - 5 Recognizing and reducing marketing misbehaviour through marketing ethics.

## Professors

Name	Phone Number	Office	Email
Manik Dhir	Ext:6794	E226	<a href="mailto:MDhir@okanagan.bc.ca">MDhir@okanagan.bc.ca</a>

## Evaluation Procedure

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Term Work	10 %
Group Project	35 %
Proposal (5%)	
Written Report (20%)	
Oral Presentation (10%)	
Midterm Exam	20 %
Final Exam	35 %
<b>Total</b>	<b>100 %</b>

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**To pass this course, you must achieve a passing grade average (50 %) in the midterm and final exams.**

### What is the acceptable and approved use of Artificial Intelligence (AI) in this course?

#### Course Policy on the Use of Artificial Intelligence

##### Generative AI tools are permitted with specific restrictions

- Students are permitted to use AI tools for formative work such as gathering information or brainstorming but may not use them for any assessed work or final submission. Whenever generative AI tools are used, they must be appropriately cited. (See [How to cite ChatGPT \(apa.org\)](#))
- Students can use AI tools to assist in proofreading, grammar checking, and language refinement for written assignments where the student has composed the first draft. Students should keep in mind that AI revisions are only suggestions and that they are ultimately responsible for the quality of their submissions. Students may be asked by their instructor how they interacted with AI tools and be prepared to explain and justify their process.

#### Required Materials

CB, 2nd Canadian Edition, by Babin, Harris & Murray. (2017/2014), Toronto: Nelson  
ISBN-13 978-0-17-657038-5

#### Notes

**Students must earn at least 50% of the total exam marks to pass the course. The final exam is weighted at almost double the mid-term, so failing grades on the mid-term exam can be made up with a good score on the final exam.**

Work that is submitted late may be rejected or subject to loss of marks **at the discretion of the professor**. However, after 5 days (including weekends and holidays), no work will be accepted for grading. All materials submitted for grading must be professionally presented and WILL be marked for spelling and grammar as well as content.

#### Attendance

There is a direct correlation between attendance and participation in class and a good academic grade. It is highly recommended that students read text materials before classes. Any work missed as a result of failure to attend class is the responsibility of the student.

#### Team Work

The term work grade will be based the individual professor's decisions. It may include (but not be limited to) quizzes, presentations, class participation, attendance, in-class work, and individual assignments.

#### Term Project

The Term Project is a group project. The individual grades will be subject to performance reviews by each team member. Details will be provided by your professor.

## Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2026 Week of:		Mon, May 11 – Classes begin <b>Mon, May 18 – Statutory Holiday (no classes)</b> Fri, May 22 – Last day to register for a full-session summer course and receive a refund for course drop <b>Wed, Jul 1 – Statutory Holiday (no classes)</b> Thu, Jul 2 – Fri Jul 3 – Mid-term break Fri, Jul 10 – Last day to withdraw from a full-session summer course without academic penalty <b>Mon, Aug 3 – Statutory Holiday (no classes)</b> Mon, Aug 10 – Last day of regularly scheduled classes Thu, Aug 13 – Sat, Aug 15 – Final exam period – see <a href="#">policy</a> .	Chapter(s):
<b>May</b>	11	Course overview/Introduction to Consumer Behaviour	Ch. 1
	18	Consumer Values/Learning and Perception <b>Choose Teams / Assigned to Teams</b>	Ch. 2-3
	25	Comprehension, Cognitive Learning, Motivation & Emotion	Ch. 4-5
<b>June</b>	1	Personality, Lifestyles and the Self-Concept/Attitude Change <b>Project Proposal due Fri, June-5th</b>	Ch. 6-7 **
	8	Consumer Culture	Ch. 8
	15	Micro cultures/Group and Interpersonal Influence	Ch. 9-10
	22	<b>Mid-Term exam (Chapters 1 to 10)</b>	***
	29	Consumers in Situations/Need Recognition & Search	Ch. 11-12
<b>July</b>	6	Decision Making/Consumption to Satisfaction	Ch. 13-14
	13	Consumer Relationships	Ch. 15
	20	Ethics and Consumer Misbehaviour	Ch. 16
	27	Oral Project Presentations	
<b>Aug</b>	3	Oral Project Presentations / Final Exam Review	
	10	<b>Final Project due</b>	****
	13-15	<b>Final Exams</b>	

## Skills Across the Business Curriculum

The Hall School of Business and Entrepreneurship promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## Student Conduct

### What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

**Academic Honesty:** Students have a responsibility to read the [OC Academic Integrity Policy](#).

### What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.” “Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### What are the Students’ Responsibilities to Avoid Plagiarism?

Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Hall School of Business and Entrepreneurship requires the use of the APA or MLA style but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009)). A copy of the APA manual is available in the reference section and available for circulation from OC libraries. The library website has access to these two major citing styles.

### What are the Penalties for Plagiarism and Cheating?

The Hall School of Business and Entrepreneurship does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Hall School of Business and Entrepreneurship subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Hall School of Business and Entrepreneurship and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.

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Last Updated: April 7, 2025 (New Academic Integrity Policy Link)