

Consumer Behavior

Business Administration 347

Section: D100

Term: 2004 Fall

Instructor: J. Zaichkowsky

Office: WMX 4370

Phone: 291-4493

Email: zaichkow@sfu.ca

Discussion Topics: Course Objectives:

-Understanding the importance of the consumer to a firm's success.

-Exposure to current knowledge of consumer behaviour.

-Understanding consumer reactions to marketing stimuli.

-Apply behavioural principles to the analysis of marketing problems and the design of marketing strategy.

The purpose of the course is to study the process of consumer choice, its determinants, and implications for marketing strategy.

Course Organization

Lectures will present different ideas and theories about consumer behaviour for class discussion. The lectures will not repeat the material in the textbook, but rather expand and supplement that information. Tutorials will focus on specific issues within consumer behaviour and again supplement text information. Students will be required to give an individual presentation in the tutorial.

The schedule of readings, exams, presentations and cases will be handed out in the first lecture.

Grading: 10% Class Participation

20% Individual presentation

35% Midterm

35% Final Exam

100%

Required Texts: Solomon, Zaichkowsky & Polegato; Consumer Behaviour: Buying, Having and Being, 2nd Cdn ed, Prentice-Hall: 2002.

Consumer Behavior

ISBN 0130890596

Recommended Texts:

Materials/Supplies:

Prerequisite/Corequisite: Prerequisites:

BUS 343; 60 credit hours.

Notes: Tutorials will be held during the first week of the semester. It is important to be there.

This outline is derived from a course outline repository database that was maintained by SFU Student Services and the University's IT Services Department. The database was retired in 2014 and the data migrated to SFU Archives in 2015.