

Consumer Behavior

Business Administration 347

Section: D100

Term: 2006 Spring

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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. Given the fact that the course is taught in the faculty of Business rather than in the department of Psychology, the strategic orientation will (hopefully) permeate all facets of the course. Yet strategic orientation **MUST** be combined with an adequate conceptual foundation in perceptual and attitudinal theory, group influences, communications, etc., if the student (future manager!?) is to adequately link consumer behaviour to marketing strategy. Hence the course will be taught with these objectives in mind.

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: 5% Class Participation

35% Individual Paper / Presentation

20% Midterm Exam

40% Final Exam

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100%

Required Texts: Solomon, Zaichkowsky & Polegato; Consumer Behaviour, 3rd edition, Prentice Hall: 2004. ISBN 0131218816

Recommended Texts:

Materials/Supplies:

Prerequisite/Corequisite: Prerequisites:

BUS 343; 60 credit hours.

Notes: Tutorials will not be held during the first week of the semester.

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.