



Business Administration

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| Course Number: | BUAD 345 |
| Course Title: | CONSUMER BEHAVIOUR |
| Credits: | 3 |
| 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. |
| Semester and Year: | Fall 2015 |
| Prerequisite(s): | BUAD 116 and a minimum third-year standing |
| Corequisite(s): | No |
| Prerequisite to: | No |
| Final Exam: | Yes |
| Hours per week: | 3 |
| Graduation Requirement: | BBA, Marketing Specialty – Elective |
| Substitutable Courses: | No |
| Transfer Credit: | |
| Special Notes: | |
| Originally Developed: | June 2004 |
| EDCO Approval: | |
| Chair's Approval: | |

Professors

| Name | Phone | Office | Email |
|------------------|----------------|---------------|--|
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Evaluation Procedure

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| Participation and In-class Assignments | 10% |
| Group Project: | |
| Proposal | 5% 5%5%5% |

Course Schedule

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and