

COURSE CODE: BUAD 345

COURSE TITLE: CONSUMER BEHAVIOUR

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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Course Schedule

The Okanagan School of Business 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 and Academic Honesty