



Business Administration

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

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Evaluation Procedure

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