

**COURSE CODE:** BUAD 345

**COURSE TITLE:** CONSUMER BEHAVIOUR

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## 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