



**Douglas  
College**

## CURRICULUM GUIDELINES

**A:** Division: **Instruction**

Date:

**May 1999**

**B:** Department/ **Commerce & Business Admin.**  
Program Area: **Marketing Management**

New Course

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Revision

If Revision, Section(s) Revised:

Date Last Revised:

**C:** **MARK 215**

**D:**

**Buyer Behaviour**

**E:**

**3**

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> Calendar Description: This course analyzes buyer behaviour in both organizational and consumer markets. Effects on a firm's marketing strategy when dealing in consumer versus organizational markets are explored. The process buyers go through in searching for, evaluating and purchasing products and services is analyzed. The course also covers researching, delivering and evaluating customer satisfaction and quality service.		
<b>G:</b> Allocation of Contact Hours to Types of Instruction/Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 2 Hrs.</b> <b>Seminar: 2 Hr.</b> <b>Total: 4 Hrs.</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hrs per week = 60 Hrs.</b>	<b>H:</b> Course Prerequisites:  Mark 120 and (CMNS 115 or any English UT course)	
	<b>I:</b> Course Corequisites:	
	<b>J:</b> Course for which this Course is a Prerequisite:  <b>Nil</b>	
	<b>K:</b> Maximum Class Size:  <b>30</b>	
<b>L:</b> PLEASE INDICATE: <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 30px; height: 30px; margin-right: 5px;"></div> <div>Non-Credit</div> </div> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 30px; height: 30px; margin-right: 5px; text-align: center; line-height: 30px;"><b>X</b></div> <div>College Credit Non-Transfer</div> </div> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 30px; height: 30px; margin-right: 5px;"></div> <div>College Credit Transfer:</div> <div style="margin-left: 100px;">Requested <input style="width: 30px; height: 20px;" type="checkbox"/></div> <div style="margin-left: 50px;">Granted <input style="width: 30px; height: 20px;" type="checkbox"/></div> </div> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (<a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a>)</p>		

**M:** Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

The student will be able to explain the nature, structure and characteristics of consumer and organizational marketing strategies:

1. for consumer markets
  - < demonstrate an understanding of consumer motivation, perception, learning, personality, attitude formation, and change;
  - < explain the social and cultural dimensions of consumer behaviour;
  - < explain the role of the consumer and consumerism in Canadian society;
  - < explain the differences in consumer behaviour that must be considered in global marketing;
2. for organizational markets
  - < explain the nature, structure and distinguishing characteristics of organizational marketing strategy;
  - < analyze the process and considerations involved in organizational buying;
  - < segment organizational markets and analyze demand factors;
  - < explain how to manage a firm's marketing strategy for both consumer and organizational situations;
  - < explain how to manage and analyze customer satisfaction.

**N:** Course Content

1. Developing an understanding of the nature and characteristics of organizational and consumer markets.
2. Identifying the influences (internal and external influences, such as environmental, legal, economic and cultural influences) on buyers, and the implications of these influences for the marketer.
3. Segmenting and targeting markets, identifying information needs and forecasting demand.
4. Determining the drivers of customer satisfaction, the information necessary to comprehend satisfaction, and the methods of creating a customer-driven marketing philosophy.
5. Identifying the process buyers go through, the steps in the buying process, and the marketing activities that take place at each stage.
6. Analyzing theories of motivation, including perception, attitude, culture, organizational philosophy and corporate values.
7. Studying the organizational dynamics of consumer reference groups, leadership, peer influences and organizational structure.
8. Planning and strategy development for both consumer and organizational markets.

**O:** Methods of Instruction

This course will be taught using a combination of lectures, videos, class and group discussion, and case analyses.

**P:** Textbooks and Materials to be Purchased by Students:

Solomon, Michael R. et al, Consumer Behaviour, Latest Canadian Ed. Prentice Hall

Brierty, E.G., R.W. Eckles and R.R. Reeder, Business Marketing, Latest Ed. Prentice Hall

**Q:** Means of Assessment

Case presentations 20%

Assignments (2 - 4) 40%

Midterm examination 20%

Final examination 20%

100%

**STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.**

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

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Course Designer(s)

G. Edwards

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Education Council/Curriculum Committee Representative

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Dean/Director

Jim Sator

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Registrar

Trish Angus