



## **BUSI 3209A Consumer Behaviour - Fall 2025**

**Instructor:** Dr. Irene Lu  
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**Class Time:** Mondays, 11:35 am – 2:25 pm  
**Office Hours:** By appointment

### **COURSE DESCRIPTION**

Introduction to the application of psychological theories and methodologies to consumer behaviour. How consumer behaviour is shaped by internal influences. Topics include perception, learning, memory, motivation, affect, personality, the self, attitudes, and decision-making.

### **COURSE PREREQUISITES**

Third year standing and BUSI 2208 or BUSI 2204 (with a grade of C or better). The School of Business enforces all prerequisites.

Precludes additional credit for BUSI 4206 (no longer offered).

### **COURSE OBJECTIVES**

This course is designed to provide you with:

- a. an understanding of the psychological, sociological, and economic impacts on consumer behaviour and their implications on marketing strategies;
- b. an ability to apply prominent consumer behaviour theories to a variety of marketing contexts;
- c. a capability to develop conceptual frameworks to apply to analytical problems relevant to consumer behaviour;
- d. an understanding of the role of consumer research in developing and implementing marketing strategies; and
- e. a skill to design, conduct, interpret, and convey consumer behaviour research applicable to marketing decisions.

To achieve these objectives, you will be asked to:

- a. learn the key terms, definitions and concepts used in the field;
- b. identify and discuss the major concepts and processes that characterize consumer behaviour;
- c. conduct consumer research projects by demonstrating your knowledge and understanding of the course material, and analytical skill in assessing consumer research problems;
- d. engage in your own consumer behaviour with an increased awareness of the internal and external forces at work, whenever you make a purchase, and
- e. share with the class your applications of consumer behaviour theory.

## **REQUIRED TEXTBOOK**

Solomon, M., Main, K.J., White, K., Dahl, D.W., Simpson, B. (2024) *Consumer Behaviour: Buying, Having, Being*, Ninth Canadian Edition. Toronto: Pearson Canada.

[This course will cover the first nine chapters of the textbook.]

Pearson's MyLab provides study tools to support your learning and is required for completing the chapter quizzes in this course.

The approximate cost for MyLab (with the eTextbook) is CAD \$89.99 plus tax. The eTextbook, on its own, is approximately CAD \$67.99 plus tax.

## **REQUIRED MATERIAL**

A webcam.