





Marketing (MKTG) 406

Consumer Behaviour (Revision 9)

Status:

Replaced with new revision, see the [course listing](#)  for the current revision 

Delivery mode:

Individualized study online 

Credits:

3

Area of study:

Applied Studies (Business and Administrative Studies)

Prerequisites:

MKTG 396 or an equivalent introductory marketing course.

Precluded:

None

Challenge:

MKTG 406 has a challenge for credit option.

Faculty:

Faculty of Business 

Notes:

Students registering in grouped study mode are advised that there may be some differences in the evaluation and course materials information indicated below. To obtain the most up-to-date information, contact the Faculty of

Overview

Consumer behaviour is a discipline that examines how and why people make purchases. This marketing discipline applies knowledge from such areas as psychology, sociology, anthropology, and economics to describe and understand how consumers are likely to behave in many different consumption situations.

Knowledge of consumer behaviour principles allows marketers and other managers to become more effective because they have a better understanding of their customers. They can better predict consumer purchase decisions, determine the needs of target markets, and understand how consumers perceive and make use of marketing information. An awareness of consumer behaviour may also assist individuals in understanding their own buying decisions.

Consumer behaviour is a changing and interesting area because new research findings improve our understanding of consumers. It is likely you will be surprised and challenged by some of the concepts presented in the course.

Outline

- Lesson 1: An Introduction to Consumer Behaviour
- Lesson 2: Perception
- Lesson 3: Learning and Memory
- Lesson 4: Motivation and Affect
- Lesson 5: The Self
- Lesson 6: Personality, Lifestyles, and Values
- Lesson 7: Attitudes

- Lesson 8: Attitude Change and Interactive Communications
- Lesson 9: Individual Decision Making
- Lesson 10: Buying and Disposing
- Lesson 11: Group Influences and Social Media
- Lesson 12: Income, Social Class, and Family Structure
- Lesson 13: Subcultures
- Lesson 14: Cultural Influences on Consumer Behaviour
- Lesson 15: The Creation and Diffusion of Culture

Evaluation

To **receive credit** [↗](#) for MKTG 406, you must achieve a grade of at least D (50 percent) on the Final Examination and an overall course grade of at least **D (50 percent)** [📄](#). The weighting of the composite grade is as follows:

Activity	Weight
Assignment 1	15%
Midterm Exam	20%
Assignment 2	25%
Final Exam	40%
Total	100%

The **midterm and final examinations** for this course must be requested in advance and written under the supervision of an AU-approved exam invigilator. Invigilators include either ProctorU or an approved in-person invigilation centre that can accommodate online exams. Students are responsible for payment of any invigilation fees. Information on exam request deadlines, invigilators, and other exam-related questions, can be found at the **Exams and grades** [↗](#) section of the Calendar.

Materials

Digital course materials

Links to the following course materials will be made available in the course:

Solomon, M., Main, K. J., White, K., & Dahl, D. W. (2021). *Consumer behaviour: Buying, having, being* (8th Can. ed.). Pearson Canada Inc. ISBN 978-0-13-499551

Other Resources

All other learning resources will be available online.

Challenge for credit

Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about **challenge for credit** [↗](#) can be found in the Undergraduate Calendar.

Evaluation

To **receive credit** [↗](#) for the MKTG 406 challenge registration, you must achieve a grade of at least **D (50 percent)** [📄](#) on the examination.



Online Exam



Challenge for credit course registration form

Important links

- › **Academic advising** [↗](#)
- › **Program planning** [↗](#)

- › [Request assistance](#) 
- › [Support services at AU](#) 

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

Opened in Revision 9, February 4, 2021

Updated September 10, 2025

View [previous revision](#) 
