



EFFECTIVE: JANUARY, 2008
CURRICULUM GUIDELINES

A. Division:

_____ C, M, P, Q _____

Revised:

Date of Previous Revision:

Date of Current Revision:

September 2004

M: Course Objectives / Learning Outcomes

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

1. Explain the nature, structure and characteristics of consumer and organizational marketing strategies:

A. 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;

structure and distinguishing characteristics of organizational

- and considerations involved in organizational buying;

2. Explain how organizational buying differs from individual consumer buying in organizational situations;

