

CMRK 320. PRINCIPLES OF CONSUMER BEHAVIOUR.

Credits: 3

Offered by: Global & Strategic Comm. (School of Continuing Studies)

Terms offered: Winter 2026

[View offerings for Winter 2026 in Visual Schedule Builder.](#)

Description

Foundational and emerging concepts of consumer behaviour. Perception, learning, attitude formation and change, decision-making, social influences, motivations, values, lifestyle, geo-demographics and the dynamics of reference groups in social media. Ethical and responsible use of digital marketing tools.

- Prerequisites: CMRK 200 and CMRK 225.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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