

# MRKT 452. CONSUMER BEHAVIOUR.

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Credits: 3

Offered by: Management (Desautels Faculty Management)

Terms offered: Fall 2025, Winter 2026

View offerings for Fall 2025 or Winter 2026 in Visual Schedule Builder.

## Description

A study of basic factors influencing consumer behaviour. Attention is focused on psychological, sociological and economic variables including motivation, learning, attitude, personality, small groups, social class, demographic factors and culture, to analyze their effects on purchasing behaviour.

- Prerequisite: MGCR 352 or permission of Instructor and approval of the BCom Office
- Restrictions: Restricted to U2 and U3 students.

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

[Launch Visual Schedule Builder](#)