Faculty of Business  
PhD Calendar Changes Request Form

<table>
<thead>
<tr>
<th>Department:</th>
<th>Office of PhD Programs</th>
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| Implementation: | Session & Term: 2018/19  
                  Normal:  
                  Early: |
| Type of Change: | Course Deletion:  
                   Course Change: X  
                   New Program:  
                   Program Change: Other: |

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<tr>
<th>CURRENT:</th>
<th>PROPOSED:</th>
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| MARK 720 - Buyer Behaviour  
★ 3 (fi 6) (either term, 3-0-0) This course is concerned with the impact of environmental factors on consumers, as well as the impact of marketing on society. In particular, this course will provide an intensive examination of external factors including situational variables and sociocultural influences on consumer behaviour. Macro issues relevant to the impact of marketing on society will also be considered, with a focus on issues relevant to mass communication and public policy. Prerequisites: Registration in the Business PhD Program or permission of instructor. Approval of the Business PhD Program Director is also required for non-PhD students. | MARK 720 - Consumer Behaviour  
★ 3 (fi 6) (either term, 3-0-0) This course exposes students to various theoretical and substantive areas of consumer research. The overall objective of the course is for students to develop a depth of understanding that will enable them to identify interesting, novel research questions concerning consumption-related phenomena, thus establishing a foundation for conducting rigorous research in the domain of consumer behaviour. Prerequisites: Registration in the Business PhD Program or permission of instructor. Approval of the Business PhD Program Director is also required for non-PhD students. |

Rationale: The current title and description do not adequately reflect the content of this course. We would like to make these changes to align with the actual focus of the course.

Submitted by: David Deerhouse,  
Associate Dean, Business PhD Program

Date: OCT 1 1 2017