



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2026

BA 2190 (A2): Consumer Behaviour – 3 (3-0-0) UT 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Mark Evans, MA **PHONE:** (780) 539-2896
OFFICE: C412 **E-MAIL:** MEvans@nwpolytech.ca
OFFICE HOURS: Tuesdays 1 p.m. – 2:30 p.m. & Wednesdays: 2:30 p.m. – 4 p.m., or [by booking an appointment](#).
Best way to contact me: Email – mevans@nwpolytech.ca

CALENDAR DESCRIPTION:

The solution to marketing problems rests in sound analysis of consumer behavior. Using the case method, you will find a practical outlet for quantitative and qualitative consumer analysis tools. Cases will explore both goods and services marketing in both industrial and consumer environments.

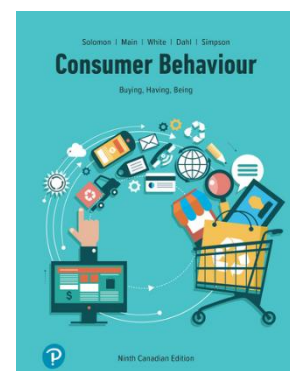
PREREQUISITE: BA 1090

REQUIRED TEXT/RESOURCE MATERIALS:

Soloman, M., Main, K., White, K., Dahl, D., & Simpson, B. (2021). Consumer behaviour: Buying, having, being. (9th edition). Pearson Education Canada.

Students must have access to MyLab Marketing to complete quizzes.

NOTE: This is an e-text with an online subscription to the MyLab website, which has several different study tools that can help you with your learning process.



DELIVERY MODE(S):

On-campus (attend on-campus, in-person) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

LEARNING OUTCOMES:

By the end of the course, students should be able to:

- Understand the concept of Consumer Behaviour as a subset of Marketing.
- Understand and demonstrate an understanding of the various influences on consumer behaviour.
- Apply theoretical concepts to live environment assessments through field research.
- Develop an understanding of how and why marketers use consumer behaviour research to assist in the greater success of their marketing efforts.
- Research and comprehend current trends in consumer behaviour.
- Develop insight into how consumers are influenced by marketers and for what purpose.
- Demonstrate a clear understanding of concepts and an innovative understanding of their application.

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page

<http://www.transferalberta.alberta.ca>.

**** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

EVALUATIONS:

Evaluation	Weighting
Weekly quizzes	5%
In-class activities	10%
Personal Consumption Journal assignment	15%
Retail Audit assignment	15%
Midterm (Chapters 1-6)	25%
Final Exam	30%
Total	100%

GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100		C+	2.3	67-69
A	4.0	85-94		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

myClass Module	Dates	Topic	Required Reading	Activities
Week 1	Sept 2-4	Course Introduction /Course Outline		Get Textbook and Quiz Access
Week 2	Sept 7-11 No Classes – Monday, Sept 7 – Labour Day	An Introduction to Consumer Behaviour	Ch. 1	
Week 3	Sept 14-18	Perception	Ch. 2	Ch. 1 & 2 - Quiz
Week 4	Sept 21-25	Learning & Memory	Ch. 3	Ch. 3 - Quiz Journal 1 due by Sunday, Sept. 27 at 11:59 p.m. to be able to complete all three.
Week 5	Sept 28 – Oct 2 No Classes – Wednesday, Sept 30 – National Day for Truth and Reconciliation	Motivations & Affect	Ch. 4	Ch. 4 - Quiz Journal 2 due by Sunday, October 11 at 11:59 p.m. to be able to complete all three

myClass Module	Dates	Topic	Required Reading	Activities
Week 6	Oct 5-9	The Self	Ch. 5	Ch. 5 - Quiz Journal 3 due by Friday, October 11 at 11:59 p.m.
Week 7	Oct 12-16 No Classes – Monday Oct 13 - Thanksgiving	Personality, Lifestyles and Values	Ch. 6	Ch. 6 - Quiz
Week 8	Oct 19-23	Midterm		
Week 9	Oct 26-30	Attitudes	Ch. 7	Ch. 7 - Quiz Retail Assignment overview
Week 10	Nov 2-6	Individual Decision Making	Ch. 9	Ch. 9 - Quiz Personal Consumption Journal – Part 2 due by Sunday, November 8 at 11:59 p.m.
Week 11	Nov 9-14	Fall Break		
Week 12	Nov 16-20	Group Influence & Social Media	Ch. 10	Ch.10 – Quiz
Week 13	Nov 23-27	Buying & Disposing	Ch. 11	Ch. 11 – Quiz
Week 14	Nov 30 - Dec 4	Income Social Class and family	Ch. 12	Ch. 12 - Quiz Retail Assignment due by Sunday, December 6, at 11:59 p.m.
Week 15	Dec 7-11 Last day of Classes Dec 9	Cultural Influences on Consumer Behaviour	Ch. 13	Ch. 13 - Quiz

Important Dates:

September 14 – Last Day to withdraw with a full refund.

November 27 – Last Day to Withdraw

December 9 – Last Day of Classes

December 12-19 – Final Exam Period

STUDENT RESPONSIBILITIES:

Attendance: Students are expected to attend all scheduled classes, arrive on time, and remain for the duration of the activities. Arriving late or leaving early is disruptive to the entire class. Arriving late or leaving class is treated as an absence. You must be marked in attendance to earn marks for in-class activities. Students with absences in excess of 6 classes may be refused permission to take the final exam. For more information, please refer to the Final Examination Policy at <https://www.nwpolytech.ca/aboutpolytechnic-leadership/policies-directory>.

Email: Email is the preferred option to communicate with your instructor. Emails will be answered within three business days, no emails will be answered before/after business hours. **Email correspondence to your instructor must be sent from your NWP student email account.** Emails should be professionally formatted and include a subject, correct spelling and grammar, and a reference to course material and/or textbook pages, etc. Emails that do not adhere to this format may not be responded to.

Recording: Photographing and/or recording course content is strictly prohibited unless advance permission is obtained from the instructor and any guest presenter(s). In the event permission is granted, such recordings may only be used for individual study, and may not be reproduced, transferred, distributed or displayed in any public manner.

Policies:

As a student at NWP, you have rights and responsibilities. It is your responsibility to be familiar with the information contained in this Course Outline and to clarify any areas of concern with the instructor. It is also your responsibility to be familiar with NWP Policies.

Please take the time to familiarize yourself with the policies that might impact you while you are here:

- NWP Policies: Northwestern Polytechnic administrative/academic policies
- NWP Students Rights & Responsibilities Policy: Students Rights & Responsibilities Policy

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

****Note:** all Academic and Administrative policies are available on the same page.

ADDITIONAL INFORMATION:

Assignments, Quizzes, And Exams:

- You are strongly encouraged to complete all quizzes, assignments, and exams.
- You must contact the instructor to make an arrangement if you anticipate missing an evaluation BEFORE the evaluation date.
- All assignments must be submitted by the due date. Late assignments will only be accepted with prior consultation with the instructor and will receive a 5% deduction each day it is late. Assignments past five days are assessed a grade of zero.

- Turnitin plagiarism-detecting software may be used in this course.
- Quizzes will be conducted online during a specific time frame. It will be important to complete the quizzes within this time frame, or it will result in a grade of zero.
- The midterm is in-person and only at the scheduled time.
- The final examination will be two hours and scheduled by the Registrar's office. Do not plan any activities during the examination period until you know the date of your examinations.
- Please see the exam policy for more details at:
<https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=37>

Technology requirements

- Computer and Internet Requirements:
<https://www.nwpolytech.ca/students/techsupport/index.html>
- Microsoft 365 (free for NWP students)