



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2019

BA2190 (A3): CONSUMER BEHAVIOR – 3 (3-0-0) UT 45 Hours 15 Weeks

INSTRUCTOR: Craig Cherwak **PHONE:** 780-539-2815
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OFFICE HOURS: Monday 2:00 – 3:30 pm /Thursday 12:30 – 2:00pm or by appointment

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 consumer environments.

Consumer behaviour theories, examination of sociological and psychological influences of buyer behaviour, study of the consumer decision process, implications for product development, sales, promotion, distribution and pricing.

Every day we make purchase decisions. A wide variety of media compete for our attention and our purchasing dollar. How do we decide what products to choose? How can marketers best position their offerings to appeal to the consumer? Consumer Behaviour examines the psychological and sociological processes involved with making consumer choices in a market-oriented society. This course examines the internal cognitive and emotional processing of individual consumers, as well as how external factors (such as other people) influence consumer behavior.

PREREQUISITE(S)/COREQUISITE:

BA1090

REQUIRED TEXT/RESOURCE MATERIALS:

Consumer Behavior: Buying, Having and Being, 7th Canadian Edition, by Solomon, White, and Dahl, published by Pearson Canada ISBN: 0133958094

Additionally, you will be asked to access a variety of on-line resources. These will be available free of charge.

Text will be used extensively. Please pre read the chapters before and bring the text book to every class.

DELIVERY MODE(S):

For each topic listed on the attached outline, there will be a classroom lecture/discussion.

Regular classroom attendance is expected. Please do not be late. You should study each assigned reading both before and after it is discussed in class; apply your understanding.

Emphasis is placed on understanding through individual student study, homework assignments and tutorials. The material is integrative (ideas learned initially are relevant throughout the term); it is therefore essential that the student remain current

To put the material in context with the “real world” you should keep abreast of current events in the business world. This will involve reading, watching and listening to business news reports.

COURSE OBJECTIVES:

There are three primary objectives for this course.

1. Explain and predict consumer behaviour using appropriate academic theories
2. Critique marketing efforts using appropriate academic theories
3. Write an academic literature review

Accordingly, you will be asked to:

- Critically assess your own consumer behaviour
- Identify and insightfully share marketing efforts
- Read, interpret, and evaluate consumer behaviour research
- Participate in academic research
- Practice your writing skills
- Demonstrate mastery of consumer behaviour principles and theories

LEARNING OUTCOMES:

Upon completion of the course, students will 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:

Athabasca University

MacEwan University

University of Lethbridge MGT3210 (3)

Burman University

University of Alberta

***Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or,

if you do not want to navigate through few links, at

<http://alis.alberta.ca/ps/tsp/ta/tbi/onlineSearch.html?SearchMode=S&step=2>

**** 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**

GRADING CRITERIA:

Exams (2 @ 15% each) 30%

Research Paper 30%

CB Example 5%

Class Activities 5%

Final Examination 30%

TOTAL 100%

Grades will be assigned on the Letter Grading System

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	90-100		C+	2.3	67-69
A	4.0	85-89		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:

Week	Month	Date	Day	Topic	Reading
1	Jan	4	F	Intro	Ch1
2	Jan	9	W	Perception	Ch2
2	Jan	11	F	Perception	Ch2
3	Jan	16	W	Learning & Memory	Ch3
3	Jan	18	F	Learning & Memory	Ch3
4	Jan	23	W	Motivation & Affect	Ch4
4	Jan	25	F	Motivation & Affect	Ch4
5	Jan	30	W	The Self	Ch5
5	Feb	1	F	The Self	Ch5
6	Feb	6	W	Personality, Lifestyle, value	Ch6
6	Feb	8	F	Personality, Lifestyle, value	Ch6
7	Feb	13	W	Exam	
7	Feb	15	F	Attitudes	Ch7
8	Feb	20	W	NO CLASS	
8	Feb	22	F	NO CLASS	
9	Feb	27	W	Attitudes	Ch7

9	Mar	1	F	Attitude Change	Ch8
10	Mar	6	W	Attitude Change	Ch8
10	Mar	8	F	Individual Decision Making	Ch9
11	Mar	13	W	Individual Decision Making	Ch9
11	Mar	15	F	Buying and Disposing	Ch10
12	Mar	20	W	Group Influence / Social Media	Ch11
12	Mar	22	F	Exam	
13	Mar	27	W	Group Influence / Social Media	Ch11
13	Mar	29	F	Income/Class/Structure	Ch12
14	Apr	3	W	Income/Class/Structure	Ch12
14	Apr	5	F	Culture / Subculture	Ch13/14/15
15	Apr	10	W	Culture / Subculture	Ch13/14/15
15	Apr	12	F	Review	
15	Apr	13-27		Final Exam	

STUDENT RESPONSIBILITIES:

The Right and Responsibility to Learn:

Each student has chosen to take this class and thereby has exercised their right of choice. With that choice comes the responsibility to make their best effort to listen, learn, practice, complete tasks and exams and to maximize how they grow as an individual from this learning process. A further responsibility is to respect yourself, other students and the instructor in your manner of speech and conduct.

Time Management:

Each student is expected to come to class prepared and on time. Arriving late is disruptive to the entire class. Further, engagement and participation are key to your learning. In light of this, greater than 6 absences may result in you not being permitted to write the final exam.

There is a considerable amount of reading to do in this course. The expectation is that students will have pre-read the text material we will cover in class. This will prepare you for classroom activities and discussion.

Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so plan your schedule accordingly. It is difficult for students to catch up once they fall behind schedule. Further, the concepts build upon each other, so sequencing and maintaining understanding of direction are paramount in understanding the broad learnings of the course.

Cell Phones:

The use of cell phones during class time may be distracting to the instructor and fellow students. Please limit use so as to not be disruptive.

Recording:

Recording lectures or taking photos in class is 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.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies **

If you have questions on whether or not you might be violating this policy, please discuss this with your instructor **before** you submit your assignment.

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