



CONSUMER BEHAVIOR

BA 2190
(3 - 0 - 3) UT
WINTER 2008

Instructor

Kelli Krauss
Office: E401, #15 (Shared)
Phone: 539-2807 W • 538-2566 H
E-Mail: kkrauss@gprc.ab.ca

Office Hours: Tuesdays 10:00 - 11:00 pm
By Appointment

Grading Scheme

Attendance/Participation	(-10%)
Tests	30%
Written Presentations	15%
Field Project In-Class Presentations	30%
Term Project	25%

Course Description

The solution to marketing problems rests in sound analysis of consumer behaviour. Using case studies and various personal examples and experience, students will find a practical outlet for qualitative and quantitative consumer analysis tools. Cases will explore both goods and services marketing in both industrial and consumer environments.

Text

Solomon, Michael et al.
Consumer Behaviour: Buying, Having, and Being
(4th Canadian Ed.)
Toronto: Prentice Hall, 2008

Text Usage

The text will be used extensively in this course. You must have access to one.

Transferability

Some universities or colleges may accept this course for transfer credit. Please check with the receiving institution.

Pre-Requisite

BA 1090 Introduction to Marketing, an equivalent introductory marketing course, or consent of the Instructor is required.

ALPHA	4-POINT	PERCENTAGE	DESIGNATION
A+	4.0	90 - 100	Excellent
A	4.0	85 - 89	
A-	3.7	80 - 84	First Class Standing
B+	3.3	76 - 79	
B	3.0	73 - 75	Good
B-	2.7	70 - 72	
C+	2.3	67 - 69	Satisfactory
C	2.0	64 - 66	
C-	1.7	60 - 63	Minimal Pass
D+	1.3	55 - 59	
D	1.0	50 - 54	Fail
F	0.0	0 - 49	

Tips for Success in Class

1. **Start** your projects early. You can't produce good work if you leave everything until the last minute.
2. **Choose** group members who have similar schedules, working habits, and academic goals.
3. **Keep up** with the required reading and review your notes on a periodic basis. You can not expect to learn and retain everything if you start studying the night before the test.
4. **Attend** all classes; this is not a distance education course! Ongoing and active class participation is essential for getting the most out of this course. **Make attendance a priority** - each class builds on the other.

Course Objectives

Marketing begins and ends with the consumer, from determining consumer needs to providing consumer satisfaction. A clear understanding of consumers and their behaviour is vital. In order to reach this goal, we will pursue the following objectives:

- Examine the concepts and theories from behavioural sciences which contribute to an understanding of consumption related behaviour.
- Examine consumer behaviour in the Canadian context.
- Examine the utilization of the study of consumer behaviour in the development, evaluation and implementation of effective marketing strategies.



THE GORY DETAILS

BA 2190 CONSUMER BEHAVIOUR

Attendance/Participation

This course is designed to be very “hands-on” and builds from one class to another. To get the most out of the classes, you must attend regularly. If you can not make a class, please make arrangements with another class member to get any notes that you might have missed.

Treat class attendance like paid employment. An employer would expect an explanation for a missed day of work; I expect an explanation for an absence. Please e-mail me as to your absence.

Up to 10% of your course grade will be deducted based on attendance and class participation. If you attend all of the classes and contribute the occasional constructive insight, you can be assured of a full grade. That said, if you miss 20% or more classes (5.4), you will be deducted and automatic 10% from your final grade. This is for your benefit as regular attendance maximizes the probability of success

In-Class Activities

A variety of teaching methods will be used. These will include lectures, videos, discussions, student presentations, exercises, and small group exercises.

Tests

Three tests will be given. A variety of questioning formats will be used (i.e. multiple choice, reverse definitions, short and long answer). The tests will be non-cumulative with one exception: specific areas where most of the class had difficulties may be re-tested. The first test will be worth 10% of your final grade. The second is worth 10% of your final grade and the third is worth 10% of your grade..

Please note that these Tests must be written on the day and time they are scheduled. If you miss a test, you miss the opportunity for these test marks.

Exceptions to the above will be made for properly documented absences (i.e. medical notes, official College business, etc. Just informing me that you will be away DOES NOT constitute and excused absence from a test.

Assignments

Field Project Assignments

These assignments require you to conduct field research. You will present the results of your research in a brief oral presentation to the class and a short written paper (2 to 4) pages. You will have a minimum of 3 Field Project Assignments throughout the semester.

Term Project (Due April 10th, 2008)

The term project is an opportunity to apply all you have learned to a selected situation. You will be able to demonstrate your understanding of the concepts and theories plus your ability to analyze the situation and develop marketing strategy that will influence consumer behaviour. You will prepare 2 progress reports on your term project during the semester.

Assignments are due and will be collected at the start of class. Please refer to the “Key Dates” sidebar to your right. Late assignments will be penalized 20% per day - including weekends.

If you must hand in an assignment late, DO NOT drop it on my desk. Either hand it to me personally or give it to the cashier and advise her to deposit it into my mailbox.

Presentations

You will be expected to give 3 - 5 minute long presentations to the class as part of your Field Research Projects. In addition to this, you will be expected to present your analysis of your Term Project. As time is tight, dates have been assigned for these presentations and we will draw out of a hat in terms of order.

Student Conduct

It is your responsibility to become familiar with the basic principles of conduct within the College. Please refer to the Official Calendar (pages 43 - 47), regarding Student Conduct.

Statement on Plagiarism

The Instructor reserves the right to use electronic plagiarism detection services.

Key Dates:

- **Tuesday, Jan. 8/08**
Field Project
Assignments Chosen
- **Thursday, Jan. 24/08**
Sign Up for
Term Project
- **Tuesday, Feb. 5/08**
Test #1: Ch. 1 - 8
- **Tuesday, Feb. 12/08**
Hand In
Progress Report #1
- **Thursday, Feb. 28/08**
Test #2: Ch. 9 - 12
- **Tuesday, Mar. 4/08**
Hand In
Progress Report #2
- **Thursday, Mar. 20/08**
Test #3: Ch.s 13 - 17
- **Tuesday, Mar. 25/08 -**
Thursday, April 10/08
Term Project
Presentations
- **Thursday, Apr. 10**
Term Project Due

BA 2190 CLASS SCHEDULE

#	WEEK	DATE	TOPIC	CLASS TIME...	READ/APPLICATION
1	WEEK 1	Thurs., Jan. 3, 2008	WELCOME & OUTLINES	Overview of Outline/Get to Know You	OUTLINE
2	WEEK 2	Tues., Jan. 8, 2008	INTRO TO CB	Ch. 1: Introduction/Field Project Assignments	Chapter 1
3		Thurs., Jan. 10, 2008	CONSUMERS AS INDIVIDUALS	Ch. 2: Perception	Chapter 2
4	WEEK 3	Tues., Jan. 15, 2008		Ch. 3: Learning and Memory	Chapter 3
5		Thurs., Jan. 17, 2008		Ch. 4: Motivation and Values	Chapter 4
6	WEEK 4	Tues., Jan. 22, 2008		Ch. 5: The Self	Chapter 5
7		Thurs., Jan. 24, 2008		Ch. 6: Personality and Lifestyles	Ch. 6/Sign Up for Term Project
8	WEEK 5	Tues., Jan. 29, 2008	TEST #1	Ch. 7: Attitudes	Chapter 7
9		Thurs., Jan. 31, 2008		Ch. 8: Attitude Change & Interactive Comm.	Chapter 8
10	WEEK 6	Tues., Feb. 5, 2008		Test #1: Chapters 1 - 8	
11		Thurs., Feb. 7, 2008		Ch. 9: Individual Decision Making	Chapter 9
12	WEEK 7	Tues., Feb. 12, 2008		Ch. 10: Buying and Disposing	Ch. 10/Hand in Progress #1
13		Thurs., Feb. 14, 2008	CONSUMERS AS DECISION MAKERS	Ch. 11: Group Influence & Opinion Leadership	Chapter 11
14	WEEK 8	Tues., Feb. 26, 2008	TEST #2	Ch. 12: Family Decision Making	Chapter 12
15		Thurs., Feb. 28, 2008		Test #2: Chapters 9 - 12	
16	WEEK 9	Tues., Mar. 4, 2008		Ch. 13: Income and Social Class	Ch. 13/Hand in Progress #2
17		Thurs., Mar. 6, 2008		Ch. 14: Canadian Identity and Subcultures	Chapter 14
18	WEEK 10	Tues., Mar. 11, 2008		Ch. 15: Age Subcultures	Chapter 15
19		Thurs., Mar. 13, 2008	CONSUMERS AND CULTURES	Ch. 16: Cultural Influences on CB	Chapter 16
20	WEEK 11	Tues., Mar. 18, 2008	TEST #3	Ch. 17: The Creation and Diffusion of Culture	Chapter 17
21		Thurs., Mar. 20, 2008		Test #3: Chapters 13 - 17	
22	WEEK 12	Tues., Mar. 25, 2008		Presenters 26 - 30	
23		Thurs., Mar. 27, 2008		Presenters 21 - 25	
24	WEEK 13	Tues., Apr. 1, 2008		Presenters 16 - 20	
25		Thurs., Apr. 3, 2008	FINAL PROJECTS PRESENTATIONS	Presenters 15 - 11	
26	WEEK 14	Tues., Apr. 8, 2008		Presenters 10 - 6	
27		Thurs., Apr. 10, 2008		Presenters 5 - 1	TERM PROJECTS DUE