

**Grande Prairie Regional College**

**Department of Business Administration**

**Consumer Behaviour  
BA 2190 A3 (3-0)**

**Course Outline Winter 2004**

**Instructor:** Marjorie Ferguson

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**Office Hours:** 1:00 to 2:00 Tuesday and Thursday. Please make an appointment.

**Required Text:** Solomon, Zaichowsky & Polegato. **Consumer Behaviour: Buying Having and Being (Second Canadian Edition)** Toronto: Prentice Hall (2002)

**Course Description**

The solution to marketing problems rests in sound analysis of consumer behaviour. Using case studies and various personal examples and experiences, 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.

**Transferability**

Check with receiving institution for confirmation of acceptance.

**Prerequisite**

BA 1090 or the consent of instructor.

**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 those 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.

### **Course Format**

BA1380 consists of two 80 minute classes weekly. Preparatory readings will be mainly from the text, but will be supplemented by periodical literature and selected case studies. Instructional method will include lectures, media presentations, discussions, student presentation and intensive group work.

### **Course Evaluation**

The following components will determine your final grade:

Individual Project	20%
Group Project	20%
Quizzes	30%
Case Study	20%
Class Participation	10%

### **Individual Project (Due Jan 27)**

This assignment requires you to conduct field research on a local retail establishment. Your research will be based on observation and analysis of the shopping behaviours of the customers of this firm. You will submit a three to four page report summarizing the results of your study.

### **Group Project (Due Mar 24)**

A project in which a group of 2 or 3 students – self selected – will write a term paper which applies the concepts and theories of the study and analysis of consumer behaviour introduced in the course to the operation of a local organization.

### **Quizzes**

There will be six in-class quizzes periodically during the course.

### **Case Study (Due Apr 15)**

The case study 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 analyse the situation and develop marketing strategy that will influence consumer behaviour. The Case Study will be distributed by Apr 7.

### **Class Participation**

Class participation will be assessed by attendance, evidence of completion of assigned readings, attention to task, and contribution to class discussion and activities. These behaviours will not only lead to a good class participation mark but will maximize the probability of success in the course.

### **Grading System**

The college has moved to an Alpha Grading system in order to be consistent with other centres of higher education in Alberta. The marks will range from an A+ for excellent performance to a F for failure. A detailed handout will be provided in class.

## **Tentative Class Schedule for BA2190**

### **Dates**

Jan 6,8	Course Outline, Introduction to Consumer Behaviour, Ch 1
Jan 13,15	Perception, Learning and Memory, Ch 2,3
Jan 20,22	Motivation and Values, The Self, Ch 4,5
Jan 27,29	Personality and Lifestyles, Attitudes, Ch 6,7
Feb 3,5	Attitude Change and Interactive Communication, Individual Decision Making, Ch 8,9
Feb 10,12	Buying and Disposing, Group Influence and Opinion Leadership, Ch10,11
Feb 24,26	Family Decision Making, Best and Worst Advertising Campaigns, Ch 12
Mar 2,4	Income and Social Class, Canadian Identity and Subcultures, Ch13,14
Mar 9,11	Age Subcultures, Cultural Influences on Consumer Behaviour, Ch 15,16
Mar 16,18	Creation and Diffusion of Culture, Importance and Results of Demographic Shifts, Ch 17
Mar 23,25	Project Presentations
Mar30, Apr 1	Project Presentations
Apr 6,8	Project Presentations
Apr 13,15	Case Study Due

