



Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE – WINTER 2006

BA 2190 Consumer Behaviour

3(3-0-0) UT [45 hours]

Instructor	Cibylla Rakestraw	Phone	Office: 539-2873,
Office	C408		Home: 766-2357
Office Hours	Mondays: 2:30 – 4:00 Wednesdays: 2:30 – 4:00 By appointment at other times or on a drop in basis if I'm free	Email:	crakestraw@gprc.ab.ca

Prerequisite(s)/co-requisite(s):

BA1090 or the consent of the instructor

Required Text/Resource Materials:

Michael Solomon. (2005). *Consumer Behaviour: Buying, Having, and Being (Third Canadian Edition)*. Toronto: Prentice Hall

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.

Credit/Contact Hours:

BA 2190 consists of two 80 minute classes weekly.

Delivery Mode(s):

Preparatory readings will be mainly from the text, but will be supplemented by periodical literature and selected case studies. Instructional methods will include lectures, media presentations, discussions, student presentations and intensive group work.

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

Transferability:

This course can be included as part of a block transfer to institutions which have 2+1 or 2+2 business degree programs. GPRC has transfer agreements with Athabasca University, University of Lethbridge, Thompson Rivers' University (Kamloops), Royal Roads University, Lakeland College (into their Applied Degree in Financial Services) and Okanagan College. Students should check with the receiving institution concerning transferability as all arrangements are subject to change.

Grading Criteria:

Written and oral presentations	20%
Field Projects	20%
Quizzes	30%
Term Project	20%
Class Participation	10%

Field Project Assignments

This assignment requires you to conduct field research, either individually or in groups of 2 or 3. You will present the results of your research in a brief oral presentation to the class and a short written paper (1 to 2 pages). You will have a minimum of 2 field project assignments throughout the semester.

Term Project (Due April 14th)

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.

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.

Grades will be assigned on the Letter Grading System.

Business Administration and Commerce Department**Grading Conversion Chart**

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4	90 – 100	EXCELLENT
A	4	85 – 89	
A⁻	3.7	80 – 84	FIRST CLASS STANDING
B⁺	3.3	76 – 79	
B	3	73 – 75	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2	64 – 66	
C⁻	1.7	60 – 63	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

Course Schedule/Timeline:

<u>Week</u>	<u>Topic</u>	<u>Required Reading</u>
January 5, 10	Course Outline, Introduction to Consumer Behaviour	Ch. 1
January 12, 17	Perception, Learning and Memory	Ch. 2 & 3
	Field Project Assignments	
January 19, 24	Motivation and Values	Ch. 4 & 5
	Term Project Assignments: Sign up	
January 26, 31	Personality and Lifestyles, Attitudes	Ch. 6 & 7
	Test #1 Chapters 1 - 6	
February 2, 7	Attitude Change and Interactive Communication, Individual Decision Making	Ch. 8, 9
February 9, 14	Buying and Disposing, Group Influence and Opinion Leadership	Ch. 10, 11
	Hand in Progress Report on Term Project	
February 16, 28	Test #2 Chapters 7 – 11 Family Decision Making, Best and Worst Advertising Campaigns	Ch. 12
March 2, 7	Income and Social Class, Canadian Identity and Subcultures	Ch. 13, 14
	Hand in Progress Report on Term Project	
March 9, 14	Age Subcultures, Cultural Influences on Consumer Behaviour	Ch. 15, 16
March 16, 21	Creation and Diffusion of Culture	Ch. 17
	Test #3 Chapters 12 - 17	
March 23, 28, 30	Project Presentations	
April 4, 6, 11	Project Presentations	
April 13	Term Project Due	

Examinations:

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

Statement on Plagiarism:

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