

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 219 - CONSUMER BEHAVIOR

1987-88

TEXT: Consumer Behavior and the Practice of Marketing;
Kenneth E. Runyon and David Stewart; Merrill
Publishing Co., 1987, 3rd Ed.

PREREQUISITE: BA 109

COURSE DESCRIPTION: Development of consumer behavior as a theoretical and applied discipline and the hands on application of marketing research techniques to develop effective marketing strategies.

COURSE OBJECTIVE: The first part of the course will deal exclusively with marketing research with emphasis on the sampling plan and data gathering and processing. The second part of the course will deal with the many aspects of the consumer and the many influences surrounding the consumer.

GRADING:	Hand-in and cases	40%
	Midterm	30%
	Final	30%

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COURSE CONTENT:			Ch.
	#1	Introduction	1
	#2	Marketing Research - survey techniques	2, 23
	#3	Demographic, Economic and Situational Factors	3, 4, 5
	#4	Social Influences	6, 7, 8
	#5	Psychological Processes	10, 11, 12
	#6	Information Processing	13, 14, 15, 16