

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

BA 219 - CONSUMER BEHAVIOR

W 1985-86

TEXT: Consumer Behavior; 2nd Edition,  
Leon G. Schiffman and Leslie Lazar Kanuk;  
Prentice-Hall, Inc., 1983

PREREQUISITE: Nil.

COURSE DESCRIPTION: Development of consumer behavior as a theoretical and applied discipline. Demonstration on how application of concepts can help marketer develop more effective marketing strategies. Special emphasis on market introduction of new products. The consumer's decision making process is analyzed and a simple theoretical model is developed.

COURSE OBJECTIVE: To use the case method approach, in order to study the numerous factors affecting the consumer and to provide the needed perspective through which to view consumer behavior as an actionable and strategic subdiscipline of marketing management.

GRADING:	Participation and Cases	50%
	Midterm	20%
	Paper	30%

COURSE CONTENT:	<u>Chapter</u>	<u>General Content</u>
	1	Introduction to Consumer Behavior
	2	Market Segmentation
	3	Consumer Needs and Motivation
	4	Personality

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<u>Chapter</u>	<u>General Content</u>
5	Psychographics
6	Perception
7	Learning
8	Attitudes
9	Attitude Change
10	Communication
11	Reference Groups
12	The Family
13	Social Class
14	Culture
15	Subculture
16	Opinion Leadership
17	Diffusion of Innovations
18	Decision Making