

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

F 1988-89

BA 219 - CONSUMER BEHAVIOR

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

PREREQUISITE: BA 109 or consent of instructor

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

COURSE  
OBJECTIVES: 1) To explore models of consumer behavior in depth.  
2) To synthesize models into workable action plans via case analyses.

GRADING:	Hand In Cases (3 x 15)	45%
	Midterm Exam	20%
	Final Exam	25%
	Class Contribution	<u>10%</u>
		100%

N.B. A major project of individual research valued at 30% may be substituted for 2 cases.

COURSE CONTENT:	<u>Title</u>	<u>Approximate Time</u>	<u>Chapters</u>
	Introduction	1 week	1,2
	Demographic, Economic Situational Factors	2 weeks	3,4,5
	Social Influences	3 weeks	6,7,8,9
	Psychological Processes	3 weeks	10,11,12
	Information Processing	3 weeks	13,14,15,16

Typically, there will be 1 1/2 hours per week of lecture/question and answer. The other 1 1/2 hours will be an in-class case discussion.