

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 219 - CONSUMER BEHAVIOR

TEXT: Canadian Marketing, Cases & Exercises;
Charles B. Weinberg and Gordon H.G.
McDougall, McGraw-Hill Ryerson Ltd., 1988.

Supporting Software; (available from instructor)

PREREQUISITE: BA 109 or consent of instructor.

COURSE DESCRIPTION: The solution to marketing problems rests in sound analysis of consumer behaviour. Using the case method, students will find a practical outlet for quantitative and qualitative consumer analysis tools. Cases will explore both goods and services marketing in industrial and consumer environments.

COURSE OBJECTIVES:

- 1) To learn and apply consumer behavior analytical models.
- 2) To solve real marketing problems.
- 3) To improve business writing skills.

GRADING:	Hand in Cases (3 x 15)	45%
	Midterm Case	20%
	Final Presentation (Group)	25%
	Class Contribution	<u>10%</u>
		100%

N.B.

- 1) Final Case will take the form of an oral presentation and a written hand-in to be done in groups of approximately 5 individuals. It will be presented during the last two class periods.
- 2) A major project of individual research valued at 30% may be substituted for two cases after consultation with instructor.

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- 3) Late cases will not be graded under any circumstances. There will be no exceptions to this rule. Cases are late as of the beginning of the class in which they are discussed.
- 4) The case method requires each student's active participation in the form of
 - i) response to Instructor's questions
 - ii) voluntary input
 - iii) interaction with other students
 - iv) other - newspaper clippings, anecdotes, feedback to instructor etc.

Each student's contribution will be assessed for each class. Attendance is necessary but not sufficient for contribution

COURSE
CONTENT:

<u>Week Ending</u>	<u>Tuesday</u>	<u>Thursday</u>
Sept. 7		Introduction/ Case Method
Sept. 14	BA 109 Review	#5 V.C.R. (Review Case)
Sept. 21	#2 Windsor Golf (Sample Case)	#10 Coors (Request info needed)
Sept. 28	Volkswagon of America	Film
Oct. 5	#17 Port-a-Pad	Hamilton Power Tools
Oct. 12	#40 Grenadier Chocolate	Rockwood Manor
Oct. 19	#11 Hinesbury Mills I	#16 Cinema 5
Oct. 26	#42 Maids, Maids, Maids	MIDTERM
Nov. 2	Debrief Midterm	#16 Nabob
Nov. 9	#46 Lively Arts in Hanson	#27 Zest
Nov. 16	#45 Dominion Motors	#21 Vacouver Public Aquarium
Nov. 23	Film	#44 Arctic Power
Nov. 30	#26 Camp Fortune	Computron
Dec. 7	Frank Horner	Oral Final
Dec. 14	Oral Final	

Please indicate your preference in package by signing below and advising me. First come first served.

Package 1

Coors
Hinesbury Mills
Dominion Motors

Package 2

Volkwagon of America
Cinema 5
Vancouver Public
Aquarium

Package 3

Port-a-Pad
Maids, Maids, Maids
Arctic Power

Package 4

Hamilton
Power Tools
Nabob
Camp Fortune

Package 5

Grenadier Chocolate
Lively Arts in Hanson
Computron

Package 6

Rockwood Manor
Zest
Frank Horner

N.B. Approximately 3.5 weeks apart

Progressively more demanding cases in each package.

Mixture of - small, large companies
- services, products
- Canadian, foreign

Package 2, 5 have non-profit

Package 1, 5 have industrial goods