

Spring 1990  
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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 Case	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.

- 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 Instructors questions
  - ii) voluntary input
  - iii) interaction with other students
  - iv) other - newspaper clippings, anecdotes, feedback to instructor etc.

COURSE  
CONTENT:

	<u>Tuesday</u>	<u>Thursday</u>
Week 1	Introduction/ Case Method	Consumer Behavior Review
2	#5 Buying Decision: VCR (Review Case)	* #2 Windsor Golf Sample Case
3	Molson's	Film
4	Volkswagon of America	Hamilton Power Tools
5	Computron	Old Bridge Inn
6	Rockwood Manor	* #11 Hinesbury Mills , I
7	#16 Cinema V	#10 Coors
8	#42 Maids, Maids, Maids	Frank Horner
9	* #16 Nabob	MIDTERM
10	R E A D I N G     W E E K	
11	Debrief Midterm	* #27 Zest
12	* #45 Dominion Motors	* #22 Granville Island Brewery
13	Film	* #44 Arctic Power

14       \* #26 Camp Fortune Ski  
          Resort

\* #40 Grenadier  
Chocolate

15       Oral Final

Oral Final

\* Software decision support.