

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

~~1488-84~~  
W 82

BA 219 - CONSUMER BEHAVIOR

TEXT: Consumer Behavior; Leon G. Schiffman and Leslie Lazar Kanuk; Prentice-Hall, Inc., 1978

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	30%
	Midterm	30%
	Final	40%

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

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<u>Chapter</u>	<u>General Content</u>
4	Learning
5	Personality
6	Attitudes
7	Communication
	MIDTERM
8	Group Dynamics and Consumer Reference Groups
9	The Family
10	Personal Influence and the Opinion Leadership Process
11	Social Class
12 and 13	Cultural, Subcultural and Cross-Cultural Aspects of Consumer Behavior
14	Diffusion of Innovations
15	Consumer Decision Making