



## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – Fall 2023

#### BA 2190 (A2/B2): Consumer Behaviour – 3 (3-0-0) UT 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

**INSTRUCTOR:** Bianca Dudenhoffer      **PHONE:** (780) 539-2864  
**OFFICE:** C205      **E-MAIL:** bdudenhoffer@nwpolytech.ca  
**OFFICE HOURS:** Tues/Thurs: 1 pm – 2:30 pm

#### CALENDAR DESCRIPTION:

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

**PREREQUISITE:** BA 1090

#### REQUIRED TEXT/RESOURCE MATERIALS:

Soloman, M., Main, K., White, K., Dahl, D., & Simpson, B. (2021).  
Consumer behaviour: Buying, having, being. (9th edition). Pearson Education  
Canada.

**Students must have access to MyLab Marketing to complete quizzes.**

NOTE: This is an e-text with an online subscription to the MyLab website, which has several different study tools that can help you with your learning process.



## DELIVERY MODE(S):

On-campus (attend on-campus, in-person) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

## LEARNING OUTCOMES:

By the end of the course, students should be able to:

- Understand the concept of Consumer Behaviour as a subset of Marketing.
- Understand and demonstrate an understanding of the various influences on consumer behaviour.
- Apply theoretical concepts to live environment assessments through field research.
- Develop an understanding of how and why marketers use consumer behaviour research to assist in the greater success of their marketing efforts.
- Research and comprehend current trends in consumer behaviour.
- Develop insight into how consumers are influenced by marketers and for what purpose.
- Demonstrate a clear understanding of concepts and an innovative understanding of their application.

## TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.alberta.ca>.

**\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

## EVALUATIONS:

Evaluation	Weighting
Quizzes (11 quizzes)	20%
Basics Test (chapters 2,4,5,6,7)	10%
Case Presentations (4)	20%
Midterm Exam (chapters 1,3,9,10)	20%
Final Exam (chapters 11,12,13,14)	30%
Total	100%

## GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100		C+	2.3	67-69
A	4.0	85-94		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

## COURSE SCHEDULE/TENTATIVE TIMELINE:

Module	Week	Topic	Chapter	Activities
1	Week 1: (Sept 5-10)	Course Introduction/Course Outline		
2	Week 2: (Sept 11-17)	Introduction to Consumer Behaviour	1	Quiz #1 (1)
3	Week 3: (Sept 18-24)	Perception & The Self	2&5	Quiz #2 (2&5)
4	Week 4: (Sept 25- Oct 1)	Personality, Lifestyle, Values & Attitudes	6&7	Quiz #3 (6&7)
5	Week 5: (Oct 2-8)	Motivations & Affect	4	<b>Case #1 Presentations</b> Quiz #4 (4)
6	Week 6: (Oct 9-15)	Learning & Memory	3	Quiz #5 (3) <b>Basis Test (10%)</b>
7	Week 7: (Oct 16-22)	Individual Decision making	9	Quiz #6 (9)
8	Week 8: (Oct 23-29)	Buying & Disposing	10	Quiz #7 (10)
9	Week 9: (Oct 30- Nov 5)	<b>Midterm (20%)</b>	1, 3, 9, 10	<b>Case #2 Presentations</b>
10	Week 10: (Nov 6-12)	Group Influence & Social media	11	Quiz #8 (11)
11	Week 11: (Nov 13-19)	Fall Break		
12	Week 12: (Nov 20-26)	Income Social Class and family	12	Quiz #9 (12)
13	Week 13: (Nov 27-Dec 3)	Subcultures	13	<b>Case #3 Presentations</b> Quiz #10 (13)
14	Week 14: (Dec 4-10)	Cultural Influences	14	<b>Case #4 Presentations</b> Quiz #11 (14)
15	During Final Exam Period	<b>Final Exam (30%)</b>	11, 12, 13, 14	

## STUDENT RESPONSIBILITIES:

**Attendance:** Students are expected to attend all scheduled lectures, arrive on time, and remain for the duration of the activities. Arriving late and leaving early is disruptive to the entire class. Frequent tardiness

may be treated as an absence. **Students with absences in excess of 6 classes may be refused permission to write the final exam.**

**Email:** Email is the preferred option to communicate with your instructor. **Email correspondence to your instructor must be sent from your NWP student email account.** Emails should be professionally formatted and include a subject, correct spelling and grammar, and a reference to course material and/or textbook pages, etc. Emails that do not adhere to this format may not be responded to.

**Recording: Photographing and/or recording course content is strictly prohibited** unless advance permission is obtained from the instructor and any guest presenter(s). In the event permission is granted, such recordings may only be used for individual study, and may not be reproduced, transferred, distributed or displayed in any public manner.

**Please click on the following link to read the student Rights and Responsibilities Policy:**

<https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=69>

#### **STATEMENT ON ACADEMIC MISCONDUCT:**

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

**\*\*Note:** all Academic and Administrative policies are available on the same page.

#### **ADDITIONAL INFORMATION:**

##### **ASSIGNMENTS, QUIZZES, AND EXAMS:**

- You are strongly encouraged to complete all quizzes, assignments, and exams.
- You must contact the instructor to make an arrangement if you anticipate missing an evaluation BEFORE the evaluation date.
- Late assignments will have a 10% reduction per day.
- A grade of zero (0) will be assigned for any exams that are missed without prior permission.
- Turnitin plagiarism-detecting software may be used in this course.
- Quizzes will be conducted online during a specific time frame. It will be important to complete the quizzes within this time frame, or it will result in a grade of zero.
- Case Studies will be completed in a small group and presented to the class.
- A basics tests will be administered early in the semester to test your understanding of basic marketing principles as reviewed in this course.
- There will be a midterm exam on November 1<sup>st</sup>, this will be in-person and only at the scheduled time.
- Final examinations are scheduled by the Registrar's office. Do not plan any activities during the examination period until you know the date of your examinations.
- Please see the exam policy for more details at:  
<https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=37>