



**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION  
COURSE OUTLINE – WINTER 2020**

**BA 2190 (A3): Consumer Behavior – 3 (3-0-0) 45 Hours for 15 Weeks**

**INSTRUCTOR:** Breianne Renyk

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**OFFICE HOURS:** Monday: 1PM-2PM & Wednesday: 10AM-11AM & By Appointment

**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 consumer environments.

**PREREQUISITE(S)/COREQUISITE:** BA1090

**REQUIRED TEXT/RESOURCE MATERIALS:** Soloman, M. (2020). *Consumer Behavior: Buying, Having, Being* (13th ed.). Pearson Canada Inc.

**NOTE:** This is an e-text with an online subscription to the MyLab website which is mandatory in order to complete the course requirements. If you would like a paper copy of the text, it is recommended that you purchase the e-access code and then order your paper copy through the available link once you log-in to the website. It can take several weeks to receive your paper copy, so please do this at the start of the semester. If you have difficulty accessing the e-text, please try an alternative web browser.

**DELIVERY MODE(S):** The course work includes lectures, exams, class discussions, hands-on exercises, online components, assignment(s), and content review(s), facilitated in-person, via Moodle, and via publisher online learning. It is mandatory that students complete the required readings that will be given at each class which precedes it, and be ready to discuss in-class.

**COURSE OBJECTIVES:**

- Explain and predict consumer behavior using appropriate academic theories
- Critique marketing efforts using appropriate academic theories
- Write an academic literature review
- Critically assess your own consumer behavior
- Identify and insightfully share marketing efforts

- Read, interpret, and evaluate consumer behavior research
- Demonstrate ability in academic research and writing
- Demonstrate mastery of consumer behavior principles and theories

## LEARNING OUTCOMES:

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

- Understand the concept of Consumer Behavior as a subset of Marketing.
- Understand and demonstrate an understanding of the various influences on consumer behavior.
- Apply theoretical concepts to live environment assessments through field research.
- Develop an understanding of how and why marketers use consumer behavior research to assist in the greater success of their marketing efforts.
- Research and comprehend current trends in consumer behavior.
- 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:

Athabasca University: MKTG 406	Burman University: BUAD 3xx (unspecified)
King's University: BUSI 3xx/2xx (unspecified)	Concordia University of Edmonton: MARK 400
MacEwan University: MARK 2xx (unspecified)	

(updated 30DEC2019 - BR)

DISCLAIMER: Although we strive to make the transferability information in this document up-to-date and accurate, the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities. Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlineSearch.html?SearchMode=S&step=2>

REMINDER: Transfer agreements specified in the Online Alberta Transfer Guide may be dependent on the particular program a student wishes to enter. If a student switches to an unrelated program, courses may not be fully transferable.

## EVALUATIONS:

Basics Exam	10%
Assignment	10%
Participation & Professionalism	10%
Midterm	15%
Research Paper	25%
Final Exam	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-. A 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.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100	C+	2.3	67-69
A	4.0	85-89	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

## STUDENT RESPONSIBILITIES:

**CONTACTING YOUR INSTRUCTOR:** Students may contact the instructor by email, which is the preferred method of communication outside of classroom hours. Emails will be responded to within 24 hours, excluding weekends, holidays, or GPRC events without scheduled classes. Please contact your instructor by using [brenyk@gprc.ab.ca](mailto:brenyk@gprc.ab.ca), and not through Moodle messaging. Use of your GPRC student email is mandatory for communication; do not use personal email accounts to message your instructor, as they will not be delivered to their account, and therefore, will not be responded to. Please ensure that emails are written professionally and with specific reference to the class and content that you are referring to. Office hours can be found at the beginning of this document, and are first come and served, however, if you would like to book a reserved one-on-one appointment, please contact your instructor to make arrangements.

**FINAL EXAM WRITING:** Final exam dates and times are set by the registrar, and must be attended by the student at that date and time as per GPRC policy. If the final exam is not written on the specified date and time, you will receive a grade of zero.

**PARTICIPATION:** To get the most out of this class, you must attend all classes in a participatory manner. If you are unable to make a scheduled class, please make arrangements with another student to get any notes that may have been missed. You are allowed a maximum of 6 unexcused absences for the semester, and if your absences exceed this, you may be disbarred from writing the final exam at the discretion of your instructor (<https://www.gprc.ab.ca/programs/grading-systems.html>). Excused absences are at the discretion of the instructor, and the requests must be made 48 hours prior to the absence.

**LATE SUBMISSIONS:** Late submissions are accepted up to a maximum of 1 day, and will incur a 15% penalty. All submissions made in this class are to be submitted through Moodle, and will not be accepted in any other format.

**MISSED ASSIGNMENTS/QUIZZES/MIDTERM:** Assignments submitted outside of the acceptance period will receive a grade of zero. If the Basics Exam is not written on the specified time and date, you will receive a grade of zero unless prior arrangements are made with the instructor to write the quiz at an alternative time, at the discretion of the instructor. Midterm exams which are missed will receive a grade of zero, though in case of special exception as defined by Student Services and GPRC policy, exam weighting may be weighted along with the final exam at the discretion of the instructor.

**EMAIL-MOODLE-MYGPRC:** It is expected that you are checking your student GPRC email and Moodle on a regular basis. General information can be found on your MyGPRC account, including final exam time and location once released. If your instructor needs to communicate with you outside of class, an email will be sent to your GPRC student email, or an announcement will be made to the class that will also be sent to your GPRC student email.

**ELECTRONIC DEVICES:** For the sake of your fellow students and the learning environment, cell phones, smart watches, headphones, laptops, etc. are not to be used for any other reason outside of note taking or research when permitted for use by the instructor. Please ensure that any sound emitting devices are on silent or powered down.

**RECORDING:** Recording (audio, image, video) lectures or taking photos in class is 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.

## **PLAGIARISM AND CHEATING:**

Cheating and plagiarism, or helping others to cheat or plagiarize, will not be tolerated. You will receive zeros on anything used to help another student, or a zero on anything where you were suspected of cheating or plagiarism, including a letter on your permanent record that will be given to Student Services. For a more precise definition of plagiarism and its consequences, please refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <http://www.gprc.ab.ca/about/administration/policies/>

**PLAGARISM:** Plagiarism means submitting work (words, ideas, images, or data) in a course as if it were their own work done expressly for that particular course when, in fact, it is not. Most commonly, plagiarism exists when: the work submitted or presented was done, in whole or in part, by an individual other than the student (this includes having another person impersonate the student or otherwise substitute the work of another for their own in an assignment, examination, or test) parts of a student's work are taken from another source without reference to the original author. This includes ideas, words, and images appearing in print, digital, graphical, internet, audio and video formats students submit or present the work in one course which has also been submitted in another course (although it may be completely original with the student) without the prior agreement of the instructor

clinical or laboratory reports are falsified or fabricated. While it is recognized that academic work often involves reference to ideas, data and conclusions of others, intellectual honesty requires that such references be explicitly and clearly noted. Instructors may choose to use online plagiarism detection services. When students submit a paper, it is understood that they are consenting to such a procedure and that they cannot claim any copyright violation should such paper be uploaded to an online plagiarism detection database.

**CHEATING:** Cheating on tests or examinations includes, but is not limited to, the following: dishonest or attempted dishonest conduct such as speaking to other students or communicating with them under any circumstances whatsoever bringing into the examination room a textbook, notebook, memorandum, other written material or mechanical or electronic device not authorized by the examiner or instructor, writing an examination, or part of it, outside the confines of the examination room without permission to do so consulting any person or materials outside the confines of the examination room without permission to do so leaving answer papers exposed to view, or any attempts to read other students' examination papers tampering or attempts to tamper with examination scripts, class work, grades and/or class records; the acquisition, attempted acquisition, possession, and/or distribution of examination materials or information not authorized by the instructor impersonation of another student in an examination or other class assignment. Absolutely no examination materials may be removed from the examination room. All scrap papers, answer forms and examination question sheets must be returned to the instructor. If students leave the examination room for any reason unacceptable to the instructor, they must hand in all examination materials and it will be assumed that the examination is completed. If students voluntarily and consciously aid another student in the commission of one of these offenses they are also guilty of misconduct. Any attempt to commit academic misconduct will bear the same consequences as if the act occurred. A student who assists another student in an act or attempted act of misconduct will also be considered to have committed an offense.