



## DEPARTMENT OF BUSINESS & OFFICE ADMINISTRATION

### COURSE OUTLINE –WINTER 2021

#### BA2190 A3: Consumer Behaviour – 3 (3-0-0) 45 Hours for 15 Weeks

**INSTRUCTOR:** Breianne Renyk      **PHONE:** 780-539-2093  
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**OFFICE HOURS:** By Zoom Appointment Only

#### CALENDAR DESCRIPTION:

The solution to marketing problems rests in sound analysis of consumer behaviour. 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(S)/COREQUISITE:

BA1090

#### REQUIRED TEXT/RESOURCE MATERIALS:

Soloman, M., Main, K., White, K., & Dahl, D. (2021). *Consumer behaviour: Buying, having, being*. (8th edition). Pearson Education Canada. ISBN: 9780135433942. Please note: this is an e-text that also requires MyLab access to fulfill the course requirements.

#### WINTER 2021 DELIVERY:

This course is delivered remotely. There are no face-to-face or onsite requirements. Students must have a computer with a webcam and a reliable internet connection. Technological support is available through [helpdesk@gprc.ab.ca](mailto:helpdesk@gprc.ab.ca) Note: GPRC reserves the right to change the course delivery.

#### COURSE OBJECTIVES:

This course introduces students to:

- Explain and predict consumer behaviour using appropriate academic theories
- Critique marketing efforts using appropriate academic theories
- Write an academic literature review
- Critically assess your own consumer behaviour
- Identify and insightfully share marketing efforts
- Read, interpret, and evaluate consumer behaviour research
- Demonstrate ability in academic research and writing
- Demonstrate mastery of consumer behaviour principles and theories

#### 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.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:

Assignment #1	15%
Assignment #2	20%
Discussion Responses & MyLab Activities	15%
Final Exam	30%
Quizzes	20%
<b>Total</b>	<b>100%</b>

The Registrar's office will post the final exam schedule, slated to take place between April 14 and April 22, 2021. You must be available for this duration of time until notified of your final exam schedule.

## 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	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

## COURSE SCHEDULE/TENTATIVE TIMELINE:

Available for viewing in myClass.

## STUDENT RESPONSIBILITIES:

Students are expected to attend all scheduled classes, arrive on time, and remain for the entire duration of the class. Arriving late or leaving early will be treated as an absence. Students with 6+ absences over may be refused permission to write the final exam. For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.gprc.ab.ca/programs/grading-systems.html>.

## STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated, and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Calendar at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <https://www.gprc.ab.ca/about/administration/policies>

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

## Additional Information:

Late assignments: Assignments that are submitted after the deadline will have a 10% per-day late penalty applied to the assignment grade to a maximum of 3 days. If you believe that you have a legitimate reason for handing in an assignment, please contact the instructor beforehand. Exams and quizzes will be delivered and proctored electronically. Rewrites will be not be provided on missed quizzes or the final exam.

Electronics: Please keep in mind that the use of outside electronics during class time is unprofessional and distracting to the instructor and fellow students. Recording or taking photos in class at any time is prohibited unless explicit and advance permission is obtained in writing from the instructor.

Zoom etiquette: It is expected that you follow the instructor's request regarding your video and audio while in Zoom; you are required to keep your Zoom camera on for the full duration of your scheduled classes, with audio when necessary. This will require wearing class-appropriate attire, choosing an area with minimal noise and adequate lighting, with reliable technology and internet connection. Please do not use your cellular phones for accessing Zoom in case you are required to show your screen, follow along with course instruction, participate in online activities, or be an active contributor while in breakout groups. **It is prohibited to attend class while in a moving vehicle for safety reasons.**

Exam writing: The quizzes & the final exam for this course must be taken online with the use of Respondus Lockdown Browser and Respondus Monitor exam proctoring software. Students must download Lockdown Browser and Respondus Monitor will automatically start with [quizzes/examinations] through myClass. The proctoring software is a requirement to uphold academic integrity and is necessary to meet accreditation requirements.

Lockdown Browser and Respondus Monitor requires Windows or Mac desktop, laptop, or iPad platforms. Chromebooks, smart phones, and other tablets are not supported. If you do not have access to a Windows or Mac desktop, laptop, or iPad, you can book a College PC via the GPRC App -> On-campus Reservations.

You can learn more about Respondus Lockdown Browser and Respondus Monitor here: <https://web.respondus.com/lockdownbrowser-student-video/>. It is important to note that the software recordings are automated systems and are designed to be less intrusive than in-person proctors. The software is only running while you are signed in during your exam. The exam administrators only review the recordings after the exam is submitted and only if it was flagged due to suspicious activity.

The collection and use of your personal information is in accordance with the Freedom of Information and Protection of Privacy (FOIP) Act S. 33 (c) which states that "No personal information may be collected by or for a public body unless that information relates directly to and is necessary for an operating program or activity of the public body." In addition, S. 39 (4) states, "A public body may use personal information only to the extent necessary to enable the public body to carry out its purpose in a reasonable manner."

If you are unable to complete your [quizzes/examinations] using the proctoring software, you may request alternative accommodations to the online testing by contacting your instructor and the GPRC Testing Centre by telephone at 780-539-2212 to arrange to write your exam. Students must book their [quizzes/examinations] no less than 2-weeks in advance of the test date and students are choosing to write the [quizzes/examination] in the GPRC Testing Centre are responsible for the \$30 sitting fee.