

Grande Prairie Regional College
Department of Business Administration

BA 2190 Consumer Behavior 3(3-0-0)UT

Course Outline Winter 2002 Section A3

- Instructor:** Curt Farrell
- Office Particulars:** C301
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- Office Hours:** Monday & Wednesday, 10:00 - 11:00 a.m. & Tuesday, 1:00 - 2:00 p.m.
Appointments are usually the best idea.
- Required Text:** Solomon, Zaichkowsky & Polegato. Consumer Behaviour: Buying Having and Being (Second Canadian Edition). Toronto: Prentice Hall (2002).

This text provides the bulk of material you will study for this course and will be used extensively. I may also provide you with handouts, articles, case studies, or other materials. These are to be read and prepared, as you would a textbook chapter.

Course Description:

The solution to marketing problems rests in sound analysis of consumer behavior. Using the case study method, students 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.

Course Format:

BA 2190 consists of 160 minutes of weekly instruction Monday and Wednesday, 2:30 – 3:50 p.m. The class-work will include a combination of lectures, class discussions, videos, group work and presentations, and case studies.

Course Objectives:

Marketing begins and ends with the consumer, from determining consumer needs to providing consumer satisfaction. A clear understanding of consumers is critical, to successfully manage the marketing function in all organization, whether profit or nonprofit. The objectives of this course are:

- To introduce the student to the study of consumer behavior in a Canadian context,
- To understand people's consumption-related behaviors;
- To understand how consumer behavior aids marketing managers in developing, evaluating, and implementing effective marketing strategies,
- To examine many concepts and theories from the behavioral sciences, analyze their usefulness for developing marketing strategy, and then develop and evaluate marketing strategy that will influence a consumer's behavior.

Prerequisite: BA1090 or Consent of Instructor

University Transferability:

Some universities and many professional organizations will accept this course as credit. Check with the receiving university or institution for confirmation.

Course Evaluation:

The following components will determine your grade:

Class Participation	10%
Chapter Quizzes	30%
Individual Project & Presentation	10%
Group Project & Presentation	20%
Exam	15%
Case Study	15%

Participation

To get the most out of this class, regular attendance and active participation is required. In addition, your classmates' learning can be improved by your constructive participation in class. I will monitor both your attendance and your active and constructive contribution to the class' learning. Your participation mark, worth 10% of your final grade, will reflect these components.

Chapter Quizzes

If in-class time is to be used effectively, it is strongly advised that you do the required reading before class. These quizzes will give you an incentive to do so. Each quiz will cover two chapters, and will consist of 20 multiple-choice questions. They will take approximately 20 minutes to complete, and will be written at the beginning of the next class following completion of the specified chapters. Students arriving late for class will miss the opportunity to write the quiz. Exceptions may be made for properly documented absences (medical notes). These quizzes represent 30% of your final grade.

Individual Project (Due Jan. 28)

This assignment requires you to do some research in the field and then come back and report to the class on what you observed. You will choose a retail location in Grande Prairie and spend an hour or so observing the consumers of the establishment. You will watch and note their shopping behavior, make inferences about their attitudes, and what you think they are thinking, based on what you see. What seems to be particularly interesting to them in the store, what catches their attention, what reactions do you observe, what body movements do you notice, and any other characteristic which indicates consumer behavior. Submit a 2 - 3 page typed summary of your observations. You are also required to present a detailed description of your observations (approx. 10 minutes), to the rest of the class. The paper itself will be worth 5% and the presentation will be worth 5%. The entire Project will be worth 10% of your overall grade.

Group Project (Due March 25)

In groups of two, you will write a term paper that applies the concepts and theories that you have learned during the course and helps you to understand and appreciate the importance and role of consumer analysis in designing marketing strategies. You should choose a local company to analyze and evaluate in this assignment. The outline for the paper is attached to the back of this course outline. You will also be required to make a detailed presentation (15 - 20 minutes) to the rest of the class. The paper itself will be worth 15% and the presentation will be worth 5%. The entire Project will contribute 20% to your overall grade.

Exam (Feb. 20)

While the quizzes test straight knowledge of the course concepts, the Exam will test your application of the course material. Accordingly, the Exam will be comprised of short answer questions, long answer questions, and case study questions. This Exam represents 15% of your final grade.

Case Study (Apr. 10)

This Case Study will test your ability to apply all of the course material. It will have several short answer and long answer questions and will definitely cover all of the concepts and theories studied during the entire course. You will be given the case to review prior to Apr. 10. You will receive the questions relating to the case, on Apr. 10. This Case Study represents 15% of your final grade.

Key Dates for BA 2190:

Jan. 14	Chapters 1 & 2 Quiz
Jan. 21	Chapters 3 & 4 Quiz
Jan. 28	Individual Projects Due Chapter 5 & 6 Quiz
Feb. 11	Chapter 7 & 8 Quiz
Feb. 18	Chapter 9 & 10 Quiz
Feb. 20	Exam
Mar. 4	Chapter 11 & 12 Quiz
Mar. 11	Chapter 13 & 14 Quiz
Mar. 18	Chapter 15 & 16 Quiz
Mar. 25	Group Projects Due Chapter 17 Quiz
Apr. 10	Case Study

BA 2190 Course Schedule

Date	Topics / Readings
Week 1, Jan. 7, 9	<i>Course Outline</i> <i>Chapter 1 & 2</i>
Week 2, Jan. 14, 16	<i>Chapter 1 & 2 Quiz</i> <i>Chapter 3 & 4</i>
Week 3, Jan. 21, 23	<i>Chapter 3 & 4 Quiz</i> <i>Chapter 5 & 6</i>
Week 4, Jan. 28, 30	<i>Individual Projects Due</i> <i>Chapter 5 & 6 Quiz</i> <i>Project Presentations</i>
Week 5, Feb. 4, 6	<i>Project Presentations</i> <i>Chapter 7 & 8</i>
Week 6, Feb. 11, 13	<i>Chapter 7 & 8 Quiz</i> <i>Chapter 9 & 10</i>
Week 7, Feb. 18, 20	<i>Chapter 9 & 10 Quiz</i> <i>Chapter 11 & 12</i> <i>Exam</i>
Week 8, Mar. 4, 6	<i>Chapter 11 & 12 Quiz</i> <i>Chapter 13 & 14</i>
Week 9, Mar. 11, 13	<i>Chapter 13 & 14 Quiz</i> <i>Chapter 15 & 16</i>
Week 10, Mar. 18, 20	<i>Chapter 15 & 16 Quiz</i> <i>Chapter 17</i>
Week 11, Mar. 25, 27	<i>Group Projects Due</i> <i>Chapter 17 Quiz</i> <i>Project Presentations</i>
Week 12, Apr. 1, 3	<i>Project Presentations</i>
Week 13, Apr. 8, 10	<i>Project Presentations</i> <i>Case Study</i>

Outline of Consumer Behavior Group Project

I. Company Background

This section presents an introduction and overview of the company being studied, including:

- (1) When it was started
- (2) Who owns it
- (3) Historical marketing successes and failures
- (4) Product lines and brands
- (5) Relevant information on marketing mix.

Note: many of the companies may have multiple product lines and brands. It is your job to delimit the topic to a workable level. For example, General Electric sells over 100,000 items; you must delimit the project to a single product line such as televisions.

II. Industry Analysis

In this section you analyze industry. You should include such factors as:

- (1) Total market size
- (2) Number of competitors
- (3) Market shares of firms in industry
- (4) Marketing strategies of major competitors
- (5) Reasons why consumers purchase competitive products
- (6) Differential advantages that competitors have to attract consumers.

III. Consumer and Market Analysis

This section includes an analysis of consumer/product or brand relationships. You should specify the characteristics of consumers of the product and analyze their relevant affect and cognitions, behaviors, and environments.

Note: Secondary sources of information can be helpful in this section. However, this project also requires you to *think about and analyze consumers' cognitions, behaviors, and environments*, rather than just simply reporting secondary information.

IV. Statement of Firm's Current Position and Basic Problem

This section need not be longer than one clear paragraph.

V. Solutions to Overcome Problems

This section presents a marketing plan that includes:

- (1) Marketing objectives
- (2) Target market
- (3) Marketing mix.

Note: For some very successful firms, this may involve only a fine-tuning of existing marketing strategies. For others, an entirely different marketing strategy may be needed to encourage consumers to purchase and use the product.

This project should be approximately 15 double spaced typewritten pages.