

BA 2190 A3 Consumer Behaviour

Course Outline Winter 2003

- Instructor:** Curt Farrell
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- Office Hours:** Wednesday, 1:00 - 2:30 p.m. & Friday, 8:30 - 10:00 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. If in-class time is to be used effectively, it is strongly advised that you do any assigned reading prior to when it will be covered in class.

Course Description:

The solution to marketing problems rests in sound analysis of consumer behaviour. Using case studies and various personal examples and experiences, students will find a practical outlet for quantitative and qualitative consumer analysis tools. We will be exploring both goods and services marketing, in both industrial and consumer environments.

Course Format:

BA 2190 consists of 160 minutes of weekly instruction Tuesday and Thursday, 2:30 – 3:50 p.m. The class-work will include a combination of lectures, class discussions, videos, group work, individual and group 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 organizations, whether profit or nonprofit. The objectives of BA 2190 are:

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

Prerequisite: BA1090 or Consent of Instructor

University Transferability:

Check with any receiving university or institution for confirmation of acceptance.

Course Evaluation:

The following components will determine your grade:

Class Participation	10%
Quizzes	30%
Individual Project & Presentation	15%
Group Project & Presentation	20%
Case Study	25%

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. Attendance and participation during Individual and Group Project presentations will also be accounted for. I will monitor both your attendance and your ongoing, active and constructive contribution to the class' learning. Your participation mark, worth 10% of your final grade, will reflect all these components.

Quizzes

Each quiz will cover the chapters in the text, as well as any other readings, videos, or additional material relating to the subject matter. They will consist of multiple-choice questions, and will take approximately 20 minutes to complete. They will be written periodically throughout the course, at the beginning of the next class following completion of specific subject matter. Exact quiz dates will be announced some time during the week prior to the quiz. 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 at least an hour or so observing the consumers of this establishment. You will watch and make note of their shopping behaviours, and make inferences about their attitudes, and what you think they are thinking. Based on what you see, make note of what seems to be particularly interesting to them in the store, what catches their attention, what reactions you observed to various things, what body movements you noticed, and any other characteristics which indicate consumer behaviours. You will submit a 3 - 4 page typed summary and analysis of your observations. You are also required to present a detailed description of your observations and analysis (approx. 10 minutes), to the rest of the class. In order to avoid duplication, your choice of retail location must be submitted and approved prior to **Jan. 14**. Obviously, first submissions get first choice. The written paper itself will account for 1/3 of your project mark, and the presentation will account for 2/3 of your project mark. The entire Project will contribute 15% to your final 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 which help you to understand and appreciate the importance and role of consumer behaviour and analysis in designing marketing strategies. You will choose a local company to analyze and evaluate in this assignment. In order to avoid duplication, your choice of company must be submitted and approved prior to **Feb. 4**. Obviously, first submissions get first

choice. The outline for the paper is attached to the end of this course outline. You will also be required to make a detailed presentation of your investigations, observations, analysis, and evaluation (15 - 20 minutes) to the rest of the class. The written paper accounts for 1/2 of your project mark and the presentation accounts for 1/2 of your project mark. This Project represents 20% of your final grade.

Final Case Study Analysis (Due Apr. 15)

This Case Study will test your ability to apply all of the course material. It will require an ability to understand, evaluate, and apply, virtually all of the concepts and theories studied and discussed throughout the entire course. You will be given the Case Study prior to Apr. 15, along with a detailed list of topic areas to be covered and explanations regarding how to cover and present this material, and details regarding project evaluation. This Analysis represents 25% of your final grade.

BA 2190 Course Schedule

Date	Topics Covered
Week 1, Jan. 7, 9	Course Outline Introduction to Consumer Behaviour
Week 2, Jan. 14, 16	Submit (for approval) Retail location for Individual Project Perception Learning and Memory
Week 3, Jan. 21, 23	Motivation and Values The Self
Week 4, Jan. 28, 30	Individual Project Due Personality and Lifestyles Attitudes
Week 5, Feb. 4, 6	Submit (for approval) Company choice for Group Project Attitude Change and Interactive Communications Individual Decision Making
Week 6, Feb. 11, 13	Buying and Disposing Group Influence and Opinion Leadership
Week 7, Feb. 18, 20	Family Decision Making Best and Worst Advertising Campaigns
Week 8, Mar. 4, 6	Income and Social Class Canadian Identity and Subcultures
Week 9, Mar. 11, 13	Age Subcultures Cultural Influences on Consumer Behaviour
Week 10, Mar. 18, 20	Creation and Diffusion of Culture Importance and Results of Demographic Shifts
Week 11, Mar. 25, 27	Group Project Due Project Presentations

Week 12, Apr. 1, 3	Project Presentations
Week 13, Apr. 8, 10	Project Presentations
Week 14, Apr 15	Case Study Due
Apr 21, to Apr 30	Final Exam - Date to be announced by Registrar's Office

Important Notice

The Instructor reserves the rights to adjust, change, or cancel, any of these Dates and Topics, at any time, without prior notice, in order to accommodate the needs of the class.

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.

Most importantly - Let's be CREATIVE and have some fun with this!