

JAN 22 1998

**GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE**

**BA 2190 - CONSUMER BEHAVIOUR
Winter 1998**

Instructor: Carmen Haakstad
Office Hours: after class
or by appointment
Telephone: 539-2900 (leave a message)

- TEXT:** Peter, Olson & Rosenblatt. Understanding Consumer Behaviour. Toronto: Irwin, 1996
- PREREQUISITE:** BA 1090 or consent of instructor.
- COURSE DESCRIPTIONS:** The solution to marketing problems rests in sound analysis of consumer behaviour. Using the case method, students will find a practical outlet for quantitative and qualitative consumer analysis tools. Cases will explore both goods and services marketing in industrial and consumer environments.
- COURSE OBJECTIVES:**
- To learn and apply consumer behaviour analytical models.
 - To solve real marketing problems.
 - To improve business writing skills.
- COURSE POLICY:**
1. Attendance: To get the most out of this course, regular attendance and participation in class activities is required. 15% of the course grade will be determined by class attendance.
 2. Assignments are due at the beginning of class on the due date. Assignments may be handed in early; but 20% per day will be deducted for each day the assignment is late.
 3. No make ups on missed exams. Percentage of the missed exam will be added to the final exam.

4. Academic dishonesty - refer to page 19 of the college calendar.
5. All major assignments must be completed in order to complete this course.

GRADING:	Case studies	40%
	Project	10%
	Final Exam	35%
	Class Participation	15%