

GRAND PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 2190 CONSUMER BEHAVIOR

INSTRUCTOR: Curtis Kuzyk
Office C301
Tel: 539-2971(office)
532-0953(home)

OFFICE HOURS: Monday and Wednesday 10:00 A.M. to 12:00 P.M. or
whenever you drop by and I am in.

TEXT: Basic Canadian Marketing Cases, McDougall, Weinberg
McGraw Hill Ryerson, 1992.

PREREQUISITE: BA 1090 or consent of the instructor.

COURSE
DESCRIPTION: The solution to marketing problems rests in sound
analysis of consumer behavior. Using the case method,
students will find a practical outlet for quantitative
and qualitative consumer analysis tools. Cases
explore both goods and services marketing in
industrial and consumer environments.

COURSE
OBJECTIVES:

- i) To learn and apply consumer behavior analytical
models.
- ii) To solve real marketing problems
- iii) To improve business writing skills

GRADING:

| | |
|-----------------------------------|------------|
| Individual Cases (2 x 15%) | 30% |
| Group Case Presentation (1 x 15%) | 15% |
| Mid-term Case | 20% |
| Final Exam | 20% |
| Class Participation | |
| Attendance | <u>15%</u> |
| | 100% |

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TESTS: Only those students who contact me before a test will be permitted to write a supplemental.

- ASSIGNMENTS:
1. Barring legitimately exceptional circumstances assignments are due at the beginning of class on the due date. Please note that assignments are late as of 5 minutes after the beginning of class. Late cases will not be graded under any circumstances.
 2. Assignments must be typed.
 3. At the college level you are expected to submit assignments which are properly edited, free of spelling and grammatical errors. Assignments with excessive errors may be returned unmarked.
 4. Students are encouraged to discuss cases among themselves. However, unless the case is specifically designated as a group paper, write-ups are done independently. **PLAGIARISM** will be treated in the harshest possible terms.

| CASE MARKING SCHEME: | Hand in | Presentation |
|--|-----------|--------------|
| Structure & English | 10 | 5 |
| Visual Impact | | 5 |
| Analysis use of analytical tools use of data | 15 | 15 |
| Segmentation and positioning | 10 | 10 |
| Alternatives & Rec's. | <u>10</u> | <u>10</u> |
| Total | 45 | 45 |

PUNCTUALITY/
ATTENDANCE:

Classes will start on time and review of material already covered will not be provided for latecomers.

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NOTES:

- i) Class Contribution
 - responses to questions
 - voluntary input
 - interaction with other students
 - demonstrated initiative - newspaper clippings, feedback to instructor, etc.

Each student's contribution will be assessed for each class. Attendance is necessary but not sufficient for contribution.

- ii) Cases

A separate handout outlines my expectations for formal hand-in cases.

PLAGIARISM: the taking of ideas and exact words of another and the offering of them as one's own. Plagiarism specifically consists of copying verbatim from a book, magazine, etc.; using someone else's ideas, theory, interpretation, etc.; handing in a paper written by someone else.

The department of Administrative Studies is concerned about plagiarism within the program. As instructors we encourage students to use resources, whether primary or secondary, to support or refute positions they may take. If resources are used, if ideas are borrowed, or if someone's exact words are used, the students should document their sources.

IF an instructor **SUSPECTS** a student of plagiarism, he or she may:

- 1) wish to discuss the situation with the student
- 2) try to find the original source

IF an instructor **ACCUSES** a student of plagiarism, he or she may assign:

- 1) a "0" for the assignment
- 2) a "0" for the course

IF a student accused of plagiarism wishes to contest the charge he/she should:

- 1) discuss the problem with the instructor
- 2) discuss the situation with the Chairman of the Department
- 3) appeal to the Executive Committee of Academic Council

COURSE SCHEDULE

| WEEK STARTING | TUESDAY | THURSDAY |
|------------------|--|---------------------------------|
| Sept. 2 | | Introduction |
| 8 | EA 1090 Review | EA 1090 |
| 15 | Introduction (pg. 1-4) Mktg Decisions (pg. 65-70) | Financial Exercises (pg. 31-35) |
| 22 | #3 Windsor Golf (sample) | #8 Coors (Sample Case) |
| 29 | #1 BC Packers | #2 Lexigon Laptops |
| Oct. 6 | #6 Clarity Video | #11 Port-a-Pad |
| 13 | #22 Fraser Company | #23 Cascade Foods |
| 20 | Grenadier Chocolate | Midterm |
| 27 | Debrief Midterm | Cinema V |
| Nov. 3 | Broadening Marketing (pg. 195-197) | |
| 10 | Frank Horner | #13 O & E Farm Supplies |
| 17 | #30 Vancouver Aquarium | Film Good/Bad Service |
| 24 | # 27 Evergreen | #31 Boutique Vision |
| Dec. 1 | #25 Curtis Automotive | Review |
| 8 | Review | |