

GRANDE PRAIRIE REGIONAL COLLEGE
DEPARTMENT OF BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 2190 - CONSUMER BEHAVIOR

INSTRUCTOR: Sharon Bell

OFFICE: H226
Office Hours: Tuesday and Thursday, 11:30-1:30.

PHONE: 539-2891 (work)
568-3127 (home)

TEXT: CONSUMER BEHAVIOR, IMPLICATIONS FOR MARKETING STRATEGY. Del Hawkins, Roger Best and Kenneth Coney, Irwin Publishers, Sixth Edition, 1995.

NOTE: 100% of this text will be utilized. The majority of cases studied are found within the text, as well as a review of marketing concepts. Consumer decision process, organizations as consumers and consumer behavior in society, as well as many other specific topics related to consumer behavior, form the text's outline. Understanding and application of concepts found in the text will be expected.

PREREQUISITE: BA 1090 or consent of 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 will explore both goods and services marketing in industrial and consumer environments.

- COURSE OBJECTIVES:**
1. To learn and apply consumer behavior analytical models.
 2. To solve real marketing problems.
 3. To improve business writing skills.

GRADING: Weekly, individual, case analysis, 50%
based upon reading of text, or
preparation of assigned questions.

Cases - usually point form,
1-2 pages.

Evaluation based upon written
work and class participation.
Due each Tuesday.

Group paper and presentation 20%
Approximately 3 in a group
Presentations begin Feb. 1

Midterm Case (in class) 10%
February 22

Final Case (take home) 20%
Due April 11

Attendance will be a factor in student evaluation.
Weekly assignments and cases are not accepted late,
as they will be discussed in class.

Winter 1996