

GRANDE PRAIRIE REGIONAL COLLEGE

BUSINESS ADMINISTRATION

COURSE OUTLINE

BA 2190 - CONSUMER BEHAVIOR

Winter 1997

INSTRUCTOR: Sharon Bell

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TEXT: Understanding Consumer Behaviour. Peter, Olson & Rosenblatt.
Irwin, Toronto. 1996.

Note: 100% of this text will be utilized. The majority of cases studied are found within the text. 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:**
- 50% Weekly, individual, case analysis, based upon reading Of text, or preparation of assigned questions.
Cases - usually point form, 1-2 pages, typed
Evaluation based upon written work and class participation.
 - 20% Group paper and presentation.
Three students in a group.
Reserve case and date as soon as possible!
 - 10% Midterm Case - Due March 4
 - 20% Final Case - Due April 3

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

GROUP PAPER AND PRESENTATION GUIDELINES:

1. **PAPER 50% of group's grade**
Length: 8-10 pages, typed.
Grading Criteria:
 - 50% Quality of Content (based on case method specified)
 - 10% Creativity
 - 20% Professional and Neat
 - 20% Effort
2. **PRESENTATION 50% of group's grade**
Length: 30 minutes (include at least 5 minutes for questions)
Grading Criteria:
 - 50% Quality of Content
 - 30% Creativity
 - 20% Effort
3. **PROCESS**
 - A. Finalize group members
 - B. Choose case from text
 - C. Determine your focus on the case from readings, questions and research
 - D. Decide on **PROBLEM**
 - E. Develop:
 - KEY ISSUES**
 - ALTERNATIVES**
 - CHOSEN SOLUTION**
 - F. Review aspects of Consumer Behavior models given in class and in the text.
 - G. Decide how paper and presentation will be accomplished
 - H. Implementation