

*Grande Prairie Regional College
Business Administration*

BA 2190 Consumer Behavior 3(3-0)UT

Course Outline Winter 1999

Instructor:	Tracy Aylward
Office:	C307
Telephone:	539-2017
Office Hours:	12 - 1 p.m. Monday, Wednesday, Friday, or by appt.
Required Text:	J. Paul Peter, Jerry C. Olson, and Jerry A. Rosenblatt (1996), <u>Understanding Consumer Behavior (First Canadian Edition)</u> , Toronto: McGraw-Hill Ryerson.

This text provides the bulk of material you will study for this course. I may also provide you with handouts, articles, case studies, or other materials. These are to be read and studied, as you would a textbook chapter.

Course Description:

This course involves the analysis of consumer behavior. With the use of case studies, students will explore practical outlets for quantitative and qualitative consumer behavior analysis tools, in terms of goods and services marketing in both industrial and consumer environments.

Course Format:

BA 2190 consists of 3 hours of weekly instruction Tuesday and Thursday, 1:30 - 3 p.m. The classwork will include a combination of lectures, class discussions, videos, group work and presentations, and case studies.

Course Objectives:

Marketing begins and ends with the consumer - from determining consumer needs to providing consumer satisfaction. Thus a clear understanding of consumers is critical in successfully managing the marketing function in any organization, whether profit or nonprofit. The objectives of this course are:

- To introduce the student to the study of consumer behavior in a Canadian context;
- To understand people's consumption-related behaviors;
- To understand how consumer behavior aids marketing managers in developing, evaluating, and implementing effective marketing strategies;

- To examine many concepts and theories from the behavioral sciences, analyze their usefulness for developing marketing strategy, and then develop and evaluate marketing strategy that will influence a consumer's behavior.

Prerequisite: BA1090 or Consent of Instructor

University Transferability: Some universities may accept this course as transferable. Check with the receiving university for confirmation.

Course Evaluation: The following components will determine your grade:

Case Studies and Presentation	40%
Midterm	15%
Term Project	20%
Final Exam	25%

** Details on Case Studies/Presentation and Term Project attached to Course Outline.

Notes:

- All assignments are due at **the beginning** of class on the due date. Unauthorized late assignments, if accepted, will be penalized at 10% per day late.
- It is mandatory to complete all components to receive credit for this course.
- Case Studies and Term Project must be word processed or typewritten.
- Regular attendance is critical for success in BA 2190. If you are unable to attend class or pass in a case study on time, please speak to me before class.
- Chapters and other material assigned to be discussed on a given day should be read and prepared in advance of the class, as outlined in the Course schedule below.

Course Schedule:

January 7	Introduction, Course Outline, Chapter 1
January 12	Chapter 2
January 14	Chapter 3
January 19	In-Class Case Analysis Case V.2 Wal-Mart Canada
January 21, 26	Chapter 4 Case V.3 Ralph Lauren
January 28	Chapter 5
February 2, 4	Chapter 6 Case V.5 Black & Decker

February 9, 11	Chapter 7 Case V.6 Coca-Cola
February 16	Video Presentation, Review for Midterm
February 18	Midterm Examination
February 22-26	Winter Break
March 2, 4	Chapter 8 Case V. 7 Buying a Lancer
March 9, 11	Chapter 9
March 16, 18	Chapter 10, 11 Case V.10 Price-Costco
March 23, 25	Chapter 12, 13 Case V.12 Baurer In-Line Skates
March 30, April 1	Chapter 14 Case V.14 Movie Theatres
April 6, 8	Chapter 15, 16 Case V.16 Hyatt & Marriott Building Retirement Housing
April 13	Chapter 17
April 15	Review and Prepare for Final Exam Term Project Due

Details on Case Studies and Term Project

Case Studies (6 – 8 Pages)

There will be one sample case, Case V.2 Wal-Mart Canada, discussed in class on January 14. All students are expected to prepare the cases before class and be ready to discuss the material. Eight other cases have also been identified in your course outline. At least one of these cases must be prepared in Groups of 4 or 5 students, and be presented in class on the day it is assigned in the course schedule. Written submissions must also be prepared for two other cases. We will decide amongst the class whether you wish to use your groups for all three of the written case analysis or just the one being presented. The cases will be graded at 10% per written case analysis and 10% will be allocated to the presentation portion of your case. Presentations should be approximately 35 - 45 minutes in duration.

Term Project, due Apr. 15 - Consumer Analysis Term Paper

This Term Project should be written individually. Students should select a marketing problem that interests them, preferably a rather specific and fairly narrow marketing strategy issue. A suitable topic is any problem that involves a marketing strategy. Issues involving one of the 4P's in the marketing mix can work well - a price change, a new product introduction, a store remodeling problem, a segmentation issue, etc. - virtually any article on marketing in *Fortune*, *Business Week*, *Globe & Mail*, *Financial Post*, *Advertising Age*, has the makings of a term paper.

The Project (in an outline that will be provided to you later) will be written as a short report to management, so students should consider themselves as consultants to management regarding the problem they select. The paper is the student's preliminary report on the problem and possible solution, therefore students should describe the marketing strategy problem and identify the specific consumer behavior issues/problems inherent in that problem. Finally, students should analyze the consumer behavior issues and make recommendations for marketing strategies.

** The Paper should be limited to 10-15 typewritten pages, and students should submit a short 1 page description of the marketing problem they intend to address in their paper for my approval by March 4.