

Consumer Behavior - BA 2190 (3-0, 3 Credits)
GPRC, Department of Business Administration
Winter Session, 2000

Instructor:



Terry Collier, MSc.
Office -C307
Office Ph. 539-2017
Res. Ph.

Office Hours:

Monday 10:00 am-11:00
Wednesday 10:00 am-11:00

Time:

Room #E301
Monday 11:30 am. 12:50pm.

Transferability:

Check with the receiving university. (Note: Block transfer programs with University of Lethbridge and University of Athabasca)

Text:

Understanding Consumer Behavior
Peter,Olson,Rosenblatt
First Canadian Edition
McGraw Hill Ryerson

Text Usage:

The text will be used extensively.

Course Description:

This course will provide students with an understanding of Consumer Behavior. Consumer Behavior terminology and concepts will be discussed with emphasis on understanding a working model implemented in a marketing plan.

- Course Objectives:
- 1: To acquaint students with the terminology and fundamental concepts of consumer behavior.
 - 2: To outline the roles of the consumer behavior in the overall marketing framework.
 - 3: To develop an understanding of the importance of communication skills (oral, written, listening) in the management process.
 - 4: To apply fundamental consumer behavior model in a marketing plan.
 - 5: To demonstrate the value of understanding Consumer behavior to be successful in any marketing endeavor.

In Class Activities: Students will participate in discussion and analysis of textbook material via attendance of each of the scheduled classes. Classes will incorporate, oral presentations, development of a marketing plan, current research, and case studies.

Assignments: All assignments will be handed in as scheduled

Grading:	Term papers (4)	40%
	Midterm	20%
	Case Studies	20%
	Oral Presentations	20%

Instructor's Expectations: 1: Attendance is expected and will significantly impact the students' ability to comprehend course material.

Record Retention: Class records, including exams, related to this course will be maintained for one year after the last day of classes for the course. These records will then be destroyed in a secure manner.