

*Grande Prairie Regional College  
Department of Business Administration*

*BA 2190 Consumer Behavior 3(3-0-0)UT*

Course Outline Winter 2001 Section A3

<b>Instructor:</b>	Tracy Howlett
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<b>Office Hours:</b>	Monday, Wednesday, & Thursday, 10:00 - 11:00 a.m. or by appointment
<b>Required Text:</b>	J. Paul Peter, Jerry C. Olson, and Jerry A. Rosenblatt (1999). <u>Understanding Consumer Behavior (Special Canadian Edition)</u> , Toronto: McGraw-Hill Ryerson.

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

**Course Description:**

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

**Course Format:**

BA 2190 consists of 160 minutes of weekly instruction Tuesday and Thursday, 11:30 – 12:50 p.m. The class-work 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 and many professional organizations will accept this course as credit. Check with the receiving university or institution for confirmation.

**Course Evaluation:**

The following components will determine your grade:

Participation	10%
Chapter Reading Quizzes	20%
Group Project & Presentation	20%
Individual Assignment	10%
Midterm Exam	20%
Final Exam	20%

***Participation***

To get the most out of this class, regular attendance and active participation is required. In addition, your classmates' learning can be improved by your constructive participation in class. I will monitor both your attendance and your active and constructive contribution to the class' learning. Your participation grade, worth 10% of the final grade, will reflect both of these components. Your help with the *Open House* in February events will also influence this grade.

***Individual Assignment***

This assignment requires you to do some research in the field and then come back and report to the class on what you observed. You will choose a retail location in Grande Prairie and spend an hour or so observing the consumers of the establishment. You will watch and note their shopping behavior, make inferences about their attitudes, and what

you think they are thinking, based on what you see. What seems to be particularly interesting to them in the store, what catches their attention, what reactions do you observe, what body movements do you notice...etc. Prepare a 2 - 3 page typed summary of your observations and be prepared to briefly and casually (5-10 minutes) discuss your observations with the class. This will be worth 10% of your overall grade.

### ***Chapter Quizzes***

If in-class time is to be used effectively, you will have to do the required reading before class. These tests will give you an incentive to do so. Each chapter quiz will consist of a combination of 10 multiple-choice and/or reverse definitions. They will take approximately 10 minutes to complete. We will mark and de-brief these quizzes in class, immediately after you have finished writing them. (Exceptions will be made for properly documented absences, i.e. medical notes, etc.).

Your best 10 of 11 quizzes will count towards 20% of your final grade.

### ***Group Project (See Attached)***

In groups of 4 or 5, you will write a term paper that applies the concepts and theories that you have learned during the course and hopefully helps you to understand and appreciate the importance and role of consumer analysis in designing marketing strategies. You should choose a local company to analyze and evaluate in this assignment. You will also be required to present your findings to the class. To evaluate the in-class presentations, we will use group evaluations, peer-group evaluations, and of course, the Instructor evaluation.

The outline for the paper is attached to the back of the course outline. The paper will be worth 15% and the presentation 5%, and the entire project will contribute 20% to your overall grade.

### ***Midterm Exam***

While the quizzes test straight knowledge of the course concepts, the Midterm (and Final) will test your application of the course material. Accordingly, the Midterm will be comprised of short-answer, long answer, and case study questions. You will have 75 minutes to complete this exam, which represents 20% of your final grade.

### ***Final Exam***

Like the Midterm, the Final Exam will test your ability to apply the course material. The Final will have several short and long answer questions and a case study. You will be given the case before the exam. The Registrar will schedule the date and time for the Final Exam, worth 20% of your final grade.

**Key Dates for BA 2190:**

Jan. 11	Chapters 2 & 3 Quiz
Jan. 18	Chapters 14 & 15 Quiz
Jan. 25	Chapters 16 & 17 Quiz
Jan. 30	Chapter 4 Quiz
<b>Feb. 1</b>	<b>Individual Assignments Due and Discussions</b>
Feb. 8	Chapter 5 Quiz
<b>Feb. 15</b>	<b>Midterm Exam</b>
Feb. 22	Chapter 6 Quiz
Mar. 8	Chapter 7 Quiz
Mar. 15	Chapter 8 Quiz
Mar. 22	Chapter 9 Quiz
<b>Mar. 27</b>	<b>Group Presentations</b>
<b>Mar. 29</b>	<b>Group Presentations</b>
Apr. 5	Chapter 10 & 11 Quiz
Apr. 12	Chapter 12 & 13 Quiz
Apr. 16 - 25	Final Exam (TBA)

### Winter 2001 Course Schedule - Section A3

<b>Date</b>	<b>Topics / Readings</b>
Week 1, Jan. 4	<i>Course Outline / Chapter 1</i>
Week 2, Jan. 9, 11	<i>Chapters 2 and 3</i> <i>Chapters 2 &amp; 3 Quiz</i>
Week 3, Jan. 16, 18	<i>Chapters 14 and 15</i> <i>Case Study: V.14 Movie Theatres (pg. 417)</i> <i>Chapters 14 &amp; 15 Quiz</i>
Week 4, Jan. 23, 25	<i>Chapters 16 and 17</i> <i>Chapters 16 &amp; 17 Quiz</i>
Week 5, Jan. 30, 1	<i>Chapter 4</i> <i>Individual Assignments Due and Discussions</i>
Week 6, Feb. 6, 8	<i>Chapter 5</i> <i>Case Study: V.5 Black &amp; Decker (pg. 397)</i> <i>Chapter 5 Quiz</i>
Week 7, Feb. 13, 15	<i>Reading Handout</i> <i>Mid-Term Exam</i>
Week 8, Feb. 20, 22	<i>Chapter 6</i> <i>Chapter 6 Quiz</i>
Week 9, Mar. 6, 8	<i>Chapter 7</i> <i>Case Study: Buying a Lancer (pg. 401)</i> <i>Chapter 7 Quiz</i>
Week 10, Mar. 13, 15	<i>Chapter 8</i> <i>Chapter 8 Quiz</i>
Week 11, Mar. 20, 22	<i>Chapter 9</i> <i>Chapter 9 Quiz</i>
Week 12, Mar. 27, 29	<i>Group Projects Due and Presentations</i>
Week 13, Apr. 3, 5	<i>Chapters 10 and 11</i> <i>Case Study: V.10 Price Costco (pg. 408)</i> <i>Chapter 10 &amp; 11 Quiz</i>
Week 14, Apr. 10, 12	<i>Chapters 12 and 13. Review</i> <i>Chapters 12 &amp; 13 Quiz</i>

## Outline of Consumer Behavior Project

### I. Company Background

This section presents an introduction and overview of the company being studied, including (1) when it was started, (2) who owns it, (3) historical marketing successes and failures, (4) product lines and brands, (5) relevant information on marketing mix.

*Note:* Many of the companies may have multiple product lines and brands. It is your job to delimit the topic to a workable level. For example, General Electric sells over 100,000 items; you must delimit the project to a single product line such as televisions.

### II. Industry Analysis

In this section you analyze industry. You should include such factors as (1) total market size, (2) number of competitors, (3) market shares of firms in industry, (4) marketing strategies of major competitors, (5) reasons why consumers purchase competitive products – what differential advantages do competitors have that attract consumers.

### III. Consumer and Market Analysis

This section includes an analysis of consumer/product or brand relationships. You should specify the characteristics of consumers of the product and analyze their relevant affect and cognitions, behaviors, and environments.

*Note:* Secondary sources of information can be helpful in this section. However, this project also requires you to *think about and analyze consumers' cognitions, behaviors, and environments*; rather than just simply reporting secondary information.

### IV. Statement of Firm's Current Position and Basic Problem

This section need not be longer than one clear paragraph.

### V. Solutions to Overcome Problems

This section presents a marketing plan that includes (1) marketing objectives, (2) target market, (3) marketing mix.

*Note:* For some very successful firms, this may involve only a fine-tuning of existing marketing strategies. For others, an entirely different marketing strategy may be needed to encourage consumers to purchase and use the product.

*This project should be approximately 15 double spaced typewritten pages.*