



# Grande Prairie Regional College

**Department: Business Administration and Commerce**

## COURSE OUTLINE – FALL 2011

### BA 2190 3(3-0-0) – CONSUMER BEHAVIOR

**Instructor** Trevor Thomas

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**Office Hours** Monday and Wednesday  
12:00 – 1:00 pm or  
by appointment

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#### **Prerequisite:**

BA 1090 – Introduction to Marketing

#### **Required Text/Resource Materials:**

Consumer Behaviour – Buying, Having and Being, 5<sup>th</sup> Canadian Edition, Solomon, Prentice Hall

**THE TEXT WILL BE USED EXTENSIVELY.**

#### **Description:**

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

#### **Credit/Contact Hours:**

This is a 3 credit course with 2 lectures per week. Students are expected to attend all lectures.

## **Delivery Modes:**

For each topic listed, there will be a classroom lecture/discussion and a demonstration of related merchandising procedures. I will assign relevant textbook readings and problems, review key topic points prior to exam dates, and test your knowledge, understanding and application of the material.

Regular classroom attendance is expected. Please do not be late. You should study each assigned reading both before and after it is discussed in class; apply your understanding by working the required; homework problems; ask questions in class; request additional sessions with your instructor during his posted office hours to clear up any misunderstandings or uncertainties about material completed in class; and demonstrate your mastery of the subject matter on the examinations.

Adopting and adhering to effective learning habits in this course will likely take up a great deal of time. Plan your schedule accordingly. Do not fall behind in the assigned readings and problems because it is difficult to catch up.

## **Objectives:**

Marketing begins and ends with the consumer, from determining consumer needs to providing consumer satisfaction. A clear understanding of consumers and their behavior is vital. In order to reach this goal we will pursue the following objectives:

1. Examine those concepts and theories from behavioral sciences which contribute to an understanding of consumption related behavior.
2. Examine consumer behavior in the Canadian context.
3. Examine the utilization of the study of consumer behavior in the development, evaluation, and implementation of effective

## **Transferability:**

Block transfer post-diploma agreements have been made with the following institutions: Athabasca University (including the GPRC on-campus AU 2+1 and 2+2 Bachelor of Management degree), University of Lethbridge, Lakeland College, Okanagan College, Thompson Rivers' University, Concordia College and Royal Roads University. Students intending to transfer to a post-secondary institution to take advantage of a transfer opportunity are advised to check with the appropriate

college/institution for the latest transfer information as acceptance of transfer courses is at the discretion of the receiving college.

**Grading Criteria:**

**MARKS:** Marks will be distributed in the following manner:

- Mid term: 30%
- Projects: 30%
- Final Exam: 30%
- In Class: 10%
- Total: 100%

Grades will be assigned on the Letter Grading System.

**Business Administration and Commerce Department**

**Grading Conversion Chart**

| <b>Alpha Grade</b> | <b>4-point Equivalent</b> | <b>Percentage Guidelines</b> | <b>Designation</b>          |
|--------------------|---------------------------|------------------------------|-----------------------------|
| <b>A+</b>          | <b>4</b>                  | <b>90 – 100</b>              | <b>EXCELLENT</b>            |
| <b>A</b>           | <b>4</b>                  | <b>85 – 89</b>               |                             |
| <b>A-</b>          | <b>3.7</b>                | <b>80 – 84</b>               | <b>FIRST CLASS STANDING</b> |
| <b>B+</b>          | <b>3.3</b>                | <b>76 – 79</b>               |                             |
| <b>B</b>           | <b>3</b>                  | <b>73 – 75</b>               | <b>GOOD</b>                 |
| <b>B-</b>          | <b>2.7</b>                | <b>70 – 72</b>               |                             |
| <b>C+</b>          | <b>2.3</b>                | <b>67 – 69</b>               | <b>SATISFACTORY</b>         |
| <b>C</b>           | <b>2</b>                  | <b>64 – 66</b>               |                             |
| <b>C-</b>          | <b>1.7</b>                | <b>60 – 63</b>               |                             |
| <b>D+</b>          | <b>1.3</b>                | <b>55 – 59</b>               | <b>MINIMAL PASS</b>         |
| <b>D</b>           | <b>1</b>                  | <b>50 – 54</b>               |                             |
| <b>F</b>           | <b>0</b>                  | <b>0 – 49</b>                | <b>FAIL</b>                 |

**Statement on Plagiarism:**

The instructor reserves the right to use electronic plagiarism detection services.