



# Grande Prairie Regional College

Department: Business Administration and Commerce

## COURSE OUTLINE – FALL 2013

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

**Instructor** Trevor Thomas

**Phone** 539-2824 (office)

**Office** E308

**E-mail** [tthomas@gprc.ab.ca](mailto:tthomas@gprc.ab.ca)

**Office Hours** Tuesday and Thursday  
12:00 – 1:00 pm or  
by appointment

---

#### **Prerequisite:**

BA 1090 – Introduction to Marketing

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

Consumer Behaviour – Buying, Having and Being, 6<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.

### **Mid-term Exam**

The midterm exam will be a combination of multiple choice and long answer questions. It will test student's ability to understand the terminology along with applying this terminology to real life cases. You will have 75 minutes to complete this test.

### **Final Exam**

Like the midterm exam, the final exam will test your ability to apply the course material. A variety of other questions (i.e. multiple choice, short and long answer, etc.) will make up the other half. The Registrar will schedule the date and time for the final.

### **Cases**

Cases will be practical companies or situations in which students will be able to use the theory they have developed in class and apply to real world situations.

### **Grading Criteria:**

<b>MARKS:</b>	Marks will be distributed in the following manner:
	Mid term: 30%
	Cases: 30%
	Final Exam: 30%
	In Class: <u>10%</u>
	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.

## Class Schedule

<b>Date</b>	<b>Topics / Key Questions</b>	<b>Reading</b>
Week 1	<b>Course Outline / Consumers Rule</b> - Review course outline -What is Consumer Behavior? -Consumer's impact of Marketing Strategy - The Global Consumer - The Dark Side of Consumer Behavior	<b>Chapter 1</b>

Week 2	<p><b>Perception</b></p> <ul style="list-style-type: none"> <li>- Sensory Systems</li> <li>- Exposure</li> <li>- Attention- Personal Selection Factors and Stimulus Selection</li> <li>- Interpretation of Stimulus Organization, Semiotics and Perceptual Positioning</li> </ul>	<b>Chapter 2</b>
Week 3	<p><b>Learning and Memory</b></p> <ul style="list-style-type: none"> <li>- Behavior Learning Theories</li> <li>- Cognitive Learning Theories</li> <li>- Compare DIRECT COMPETITION to INDIRECT COMPETITION.</li> <li>- Memory and how information gets encoded</li> </ul>	<b>Chapter 3</b>
Week 4	<p><b>Motivation and Values</b></p> <ul style="list-style-type: none"> <li>- The Motivational Process</li> <li>- Motivational Strengths</li> <li>- Needs vs Wants</li> <li>- Consumer Involvement</li> <li>- Values</li> </ul>	<b>Chapter 4</b>
	<p><b>The Self</b></p> <ul style="list-style-type: none"> <li>-Perspectives on the Self</li> <li>- Sex Roles – Gender Differences in Socialization</li> </ul>	<b>Chapter 5</b>
Week 5	<p><b>Personality and Lifestyle</b></p> <ul style="list-style-type: none"> <li>-Personality</li> <li>-Lifestyle and Psychographics</li> </ul>	<b>Chapter 6</b>
		<b>Case 1</b>
Week 6	<p><b>Attitudes</b></p> <ul style="list-style-type: none"> <li>- The Power of Attitudes</li> <li>- The Functions of Attitudes</li> <li>-The Standard Learning Hierarchy</li> <li>-Forming Attitudes</li> <li>- Attitude Models</li> </ul>	<b>Chapter 7</b>

Week 7	<p><b>Attitude Change and Interactive Communication</b></p> <ul style="list-style-type: none"> <li>- Changing Attitude through Communication</li> <li>- Elements of Communication</li> <li>- Who's in Charge of the Remote</li> <li>- New Message Formats</li> <li>- The Source</li> <li>- The Message</li> </ul> <p><b>Mid Term</b></p>	<b>Chapter 8</b>
Week 8	<p><b>Individual Decision</b></p> <ul style="list-style-type: none"> <li>- Consumers as Problem Solvers</li> <li>- Steps in the Decision-Making Process</li> <li>- Problem Recognition and Information Search</li> </ul>	<b>Chapter 9</b>
Week 9	<p><b>Buying and Disposing</b></p> <ul style="list-style-type: none"> <li>-Situation Effects on Consumer Behavior</li> <li>-The Shopping Environment</li> <li>-Atmospherics</li> <li>-What is the Quality</li> </ul>	<b>Chapter 10</b>
	<ul style="list-style-type: none"> <li>- Reference Groups</li> <li>- Brand Communities</li> <li>- WOM and Guerilla Marketing and Viral Marketing</li> </ul>	<b>Chapter 11</b>
Week 10	<p><b>Organizational and Household Decision Making</b></p> <ul style="list-style-type: none"> <li>-Organizational Decision Making</li> <li>-The Family Unit</li> <li>-Children as Decision Makers</li> </ul>	<b>Chapter 12</b>
Week 11	<p><b>Income and Social Class</b></p> <ul style="list-style-type: none"> <li>-Consumer Spending and Economic Behavior</li> <li>- Class Structure in Canada and around the World</li> <li>- Social Mobility</li> </ul>	<b>Chapter 13</b>
	<p><b>Ethnic, Racial and Religious Subcultures</b></p> <ul style="list-style-type: none"> <li>-Subcultures, Micro cultures, and Consumer Identity</li> <li>-Religious Subcultures</li> </ul> <p>RADIO, NEWSPAPER, MAGAZINE, OUT-OF-HOME,DIRECT MARKETING, INTERNET</p>	<b>Chapter 14</b>

Week 12	<b>Age Subcultures</b> - The Youth Market - Gen Y - The Gray Market	<b>Chapter 15</b>  <b>Case 2</b>
Week 13	<b>Cultural Influences on Consumer Behavior</b> - Understanding Culture - Sacred and Profane Consumption	<b>Chapter 16</b>
Week 14	<b>Global Consumer Culture</b> - Creating Culture - Cultural Selection	<b>Chapter 17</b>
	<b>Final Exam</b> <b>Final Exam - T.B.A</b>	