



Grande Prairie Regional College

Department: Business Administration and Commerce

COURSE OUTLINE – FALL 2014

BA 2190 3(3-0-0) – CONSUMER BEHAVIOR

Instructor Trevor Thomas

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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, 6th 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:

MARKS:	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

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

Statement on Plagiarism:

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

Class Schedule

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

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

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

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