

A: Division: **INSTRUCTIONAL** Date: **MAY 1997**
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course:
 Program: **FINANCIAL SERVICES STUDIES** Revision of Course Information form: **NOVEMBER 1993**
 C: **FINC 410** D: **CONSUMER BEHAVIOUR AND FINANCIAL NEEDS** E: **3**

Subject & Course No.

Descriptive Title

Semester Credit

F: Calendar Description: This course will cover the fundamentals of consumer behaviour that led to market segmentation, the resulting consumption patterns and derived financial needs that are the basis for the formulation of standard solution sets. These standard solution sets will be the primary source of advice available to the contact professional to assist non-affluent clientele with their financial product and service decisions.	Summary of Revisions: 1997-05 Sections: H,O
---	--

G: Type of instruction: Hrs per week	
Lecture:	2 Hrs.
Laboratory:	Hrs.
Seminar:	2 Hrs.
Clinical Experience:	Hrs.
Field Experience:	Hrs.
Practicum:	Hrs.
Shop:	Hrs.
Studio:	Hrs.
Student Directed Learning:	Hrs.
Other (Specify):	
Total:	4 Hrs.
Semester Total (4 x 15 wks):	60 Hrs.

H: Course Prerequisites:	FINC 210 and FINC 300
I: Course Corequisites:	nil
J: Course for which this Course is a Prerequisite:	nil
K: Maximum Class Size:	35

L: College Credit Transfer	<input checked="" type="checkbox"/>
College Credit Non-Transfer	<input type="checkbox"/>
Non-Credit	<input type="checkbox"/>

M: Transfer Credit:	Requested:	<input checked="" type="checkbox"/>
	Granted:	<input type="checkbox"/>
Specify Course Equivalents or Unassigned Credit as appropriate:		
BCOU		
SFU		
UBC		
UNBC		
UVIC		
Other: ICB Diploma designated course		

Course Designer(s): E. Carter

Dean: J. Sator

Vice-President, Instruction: J. McKendry

Registrar: P. Angus

N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

Di Maulo, Vincent. Consumer Behaviour and Financial Needs. Montreal: The Institute of Canadian Bankers, 1993.

O: COURSE OBJECTIVES

The student will be able to:

1. demonstrate understanding of the generic internal and external factors that influence the purchase decision.
2. describe different market segments, the criteria used to define them and the consumption patterns associated with them. In addition, the student must explain the expectation, motivations and generic needs of each segment.
3. describe standard solution sets are derived and what they imply for the client. Given a client's financial situation, the professional is able to select the appropriate standard solution, explain how it has been developed and how it fits the needs of the market segment to which the client belongs.
4. apply standard solutions to all standard market segments and master the skills necessary to match products and services to client's needs. In addition, the student is able to assess when to refer the client to a higher-level advisor.

P. COURSE CONTENT

1. Basic principles of consumer marketing, consumer behaviour fundamentals, extrinsic variables of behaviour, and intrinsic variables of behaviour.
2. The purchase decision-making process.
3. Market segmentation fundamentals.
4. Segmenting the consumer banking market
5. Financial offerings as standard solution sets.
6. Low-income consumers.
7. Average-income consumers.
8. Financial healthy consumers.
9. Well-off consumers.
10. Rich and exceptionally rich consumers.

Q. METHOD OF INSTRUCTION

Material will be presented in a lecture/discussion format.

R. COURSE EVALUATION

Term Tests (2)	40%
Written Submissions (Projects/Cases/Reports/Assignments)	20%
Preparation and Participation	10%
Final Exam	<u>30%</u>
	100%

© Douglas College. All Rights Reserved.