



Tips for Succeeding in this Course

Key Dates

Week 1	Mktg Fundamentals Quiz	Week 8	Chapter 5/8 Quiz
Week 2	Chapter 1 Quiz	Week 9	Chapter 9/3 Quiz
Week 3	Chapter 2 Quiz	Week 10	Chapter 9/12 Quiz
Week 4	Chapter 7 Quiz	Week 11	Chapter 12/14 Quiz
Week 5	Chapter 6 Quiz	Week 12	Chapter 14/15/16 Quiz
Week 6	Chapter 4 Quiz	Week 13	Chapter 10 Quiz
Week 7	Mid Term Exam	Final's Week	Final Exam

The Gory Details

In Class Activities

All class participation is required. You will be expected to contribute to the discussion and to the decision-making process. You will be expected to participate in the decision-making process and to be prepared to discuss the results of the decision-making process.

Marketing Fundamentals Quiz

The first quiz is a multiple choice quiz covering the first three chapters of the textbook. The second quiz is a multiple choice quiz covering the next three chapters of the textbook.

The final exam is a multiple choice quiz covering the entire course.

Chapter Quizzes

Each chapter quiz is a multiple choice quiz covering the material in that chapter. You will be expected to participate in the decision-making process and to be prepared to discuss the results of the decision-making process.

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Mid term Exam

The mid term exam is a multiple choice quiz covering the material in the first six chapters of the textbook. You will be expected to participate in the decision-making process and to be prepared to discuss the results of the decision-making process.

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Participation

To ensure the success of the course, you will be expected to participate in the decision-making process and to be prepared to discuss the results of the decision-making process.

Attendance is required for all classes. You will be expected to participate in the decision-making process and to be prepared to discuss the results of the decision-making process.

Final Exam

The final exam is a multiple choice quiz covering the material in the entire course. You will be expected to participate in the decision-making process and to be prepared to discuss the results of the decision-making process.

Course Objectives

- To acquire knowledge of the various theories and fundamental concepts of ergonomics
- To develop the problem-solving skills of the students
- To acquire knowledge of the various methods used in defining and measuring ergonomics
- To develop an appreciation of the importance of ergonomics from the socio-economic point of view
- To study the components of the ergonomics and to apply them in the real world of ergonomics

Winter 2004 Class Schedule

Date	Topics / Key Questions	Reading
Week 3	Marketing Environment Chapter 2 Quiz - E p n / e r e r o n / p e e n P B L C M A E n d / e	

Winter 2004 Class Schedule

Date	Topics / Key Questions	Reading
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Week 6

Consumer Behavior

Chapter 4 Quiz

Define CONSUMER BEHAVIOR. Why? Consumer Behavior referred to **Chapter 4**

Discuss the influence of CULTURE and BC LEVEL on consumer behavior

List the SOCIAL CLASS of the individual. SOCIAL CLASS influence on consumer behavior. Explain why INCOME and SOCIAL CLASS are different dimensions on the consumer behavior. EXPLAIN

Discuss the influence on consumer behavior. AMPLY OCCUPATION ECONOMIC CIRCUMSTANCE LIFESTYLE and RELIGION CONCEPT

Discuss the need MOTIVATION and NEED Explain the MAJOR

EXPLAIN the application of consumer behavior

Explain why ELECTRIC EXPOSURE is important in the marketing process. Explain the importance of the marketing process.



