PRINCIPLES OF CONSUMER BEHAVIOR

COURSE LEVEL: Bachelor
ECTS CREDITS: 6 ECTS
COURSE COORDINATOR: Irena Vida Ph.D.

COURSE GOALS:
- Develop interdisciplinary knowledge of consumer behavior from the vantage point of marketing organizations and end consumers
- Obtain an understanding of basic theoretical terminology and concepts as well as research insights for solving marketing challenges in dynamic business environments
- Develop competence for team work, analytical, critical and creative thinking in applying theoretical and empirical insights for the purpose of business decision-making
- Upgrade the knowledge gained from the Principles of marketing course and prepare the students for future study of strategic marketing

COURSE CONTENT:
1 Understanding consumers as a key factor for market success
2 The influence of psychological factors on the behavior of consumers
   2.1 The process of perception
   2.2 Theories of learning, memory and recall
   2.3 Motivation and involvement
   2.4 Observations
   2.5 Life style, personality and self-esteem
3 The decision processes
   3.1 Classical models of decision-making consumers
   3.2 The process of making and receiving new products
   3.3 The decision-making process of households
   3.4 The process of organizational decision-making consumers
4 The influence of external factors on consumer behavior
   4.1 Culture
   4.2 Socio-economic aspects: subculture and social class
   4.3 Interpersonal influences, reference groups and the oral tradition
5 Means of consumption and consumer culture
6 Consumerism and consumer protection

COURSE WORK PLAN:
 a) Lectures and in-class discussions
   b) Tutorials enable an in-depth understanding and practical application of theoretical knowledge
   c) Projects facilitate comprehension and sharing insights from ground-breaking literature, application of articles in accordance to project goals

COURSE GRADE SYSTEM:
- Written exam - 50%
- Tutorials - 20%
- Project - 20%
- Participation - 10%

PREREQUISITS: Recommended general marketing knowledge obtained in courses like Introduction to Marketing