

## CONSUMER BEHAVIOR

<b>Course code</b>	<i>MNG106</i>
<b>Compulsory in the programmes</b>	<i>Business Management and Marketing</i>
<b>Level of studies</b>	<i>Bachelor Studies</i>
<b>Number of credits</b>	<i>6 ECTS: 24 hrs. lectures, 24 hrs. practice, 112 hours of self-study, 2 hours of consultations</i>
<b>Course coordinator (title and name)</b>	<i>Dr. Yuliia Kyrdoda</i>
<b>Prerequisites</b>	<i>Marketing Principles</i>
<b>Language of instruction</b>	<i>English</i>

### COURSE DESCRIPTION:

The course explores the complex world of consumer behavior and decision-making. It focuses on how behavior is shaped by internal and external influences. The course is structured to provide a balanced approach between theoretical knowledge and practical application. Through a combination of lectures, seminars, case studies, and projects, students will be able to apply consumer behavior concepts to real-world marketing challenges.

### THE AIM OF THE COURSE:

The aim of this course is to provide students with a comprehensive understanding of consumer behavior and its implications for marketing strategy.

### MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1: Will be able to explain major concepts, theories, models, and classifications of consumer behavior.	BLO1.1.	Mid-term, final exam, group assignment	Lectures, in-class discussions, research project, individual study
CLO2: Will independently find and select relevant and high-quality consumer behavior research articles and other sources, derive meaningful insights, and critically reflect upon that literature—including ethical observations regarding self and others' consumer behavior.	BLO1.1. BLO1.2 BLO2.1	Mid-term, final exam, group assignment	Lectures, in-class discussions, research project, individual study
CLO3. Will be able to conduct consumer research, interpret data using business software packages, and make informed marketing decisions based on data analysis.	BLO1.1. BLO1.2 BLO3.1 BLO3.2	Mid-term, final exam, group assignment, and presentation of research project	Lectures, in-class discussions, research project, individual study

CLO4. Will be able to draw managerial insights from research findings, apply appropriate managerial tools to investigate and influence consumer behavior towards outcomes, and formulate practical, real-life applications of the theories and findings covered in the course and research project.	BLO1.2	Exam, research project, presentation of research project	Lectures, in-class discussions, research project, individual study
CLO5. Will be able to write a research report and communicate findings effectively to different audiences through both oral presentations and written reports.	BLO1.1. BLO2.1 BLO4.1 BLO4.2 BLO4.3	Research project, presentation of research project	Lectures, in-class discussions, research project, individual study

### ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism, is fully applicable and will be strictly enforced in the course. Academic dishonesty and cheating can and will lead to a report to the ISM Committee of Ethics. During the exam, some assistance is expected from the teaching staff (e.g. PhD students). With regard to remote learning, ISM reminds students that they are expected to adhere to and maintain the same academic honesty and integrity that they would in a classroom setting.

### COURSE OUTLINE

Class	Topic	In-class hours	Readings
1	Introduction to Consumer Behaviour. <ul style="list-style-type: none"> <li>Introduction to the course, review of course syllabus, discussion of team assignments</li> <li>Consumer behaviour &amp; Marketing</li> <li>Research methods</li> </ul>	4	Chapter 1 (Mothersbaugh); Appendix A (Mothersbaugh)
2	Psychological factors: <ul style="list-style-type: none"> <li>Perception</li> <li>Learning &amp; memory</li> <li>Motivation</li> <li>Attitudes</li> </ul>	6	Chapter 8 – 11 (Mothersbaugh)
3	Personal factors: <ul style="list-style-type: none"> <li>Personality</li> <li>Self-concept &amp; Lifestyle</li> </ul>	4	Chapter 10, 12 (Mothersbaugh)
4	Social factors: <ul style="list-style-type: none"> <li>Groups and social networks</li> <li>Family</li> <li>Roles and status</li> </ul>	4	Chapter 10 – 12 (Solomon)
5	Cultural factors: <ul style="list-style-type: none"> <li>Culture</li> <li>Subculture</li> <li>Social classes</li> </ul>	4	Chapter 2 (Mothersbaugh). Chapter 12 – 15 (Solomon)

	<b>Midterm exam from SESSIONS 1-5</b>	2	N.A.
6	Consumer Decision-making Process	4	Chapter 13 – 18 (Mothersbaugh)
7	Consumer Behavior in the Digital Era	4	Presentation in class
8	Organizational Buyer Behavior	4	Chapter 19 (Mothersbaugh)
9	Ethical Consumption and Marketing Regulations in Consumer Behavior	4	Chapter 20 (Mothersbaugh)
10	Presentation Day	4	N.A.
	Course Recap	2	N.A.
	<b>FINAL EXAM</b>	2	

#### FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 40%</i>	
Research project	30
In-class participation	10
<i>Individual Components 60%</i>	
Intermediate exam	20
Final exam	40
<b>Total:</b>	<b>100</b>

#### DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

##### 1. Intermediate exam (20% of the final grade)

The **intermediate exam** (90 minutes) will count for **20%** of the final grade and will cover the topics covered from the 1st to the 5th topics. This type of exam is a multiple-choice assessment. The PowerPoint presentations of the sessions will be made available to students after each session.

##### 2. Final exam (40% of the final grade)

The **final exam** (90 minutes) will count for **40%** of the final grade and will cover topics from 6th until 9th. It is an open book exam, consisting of multiple-choice and open-ended questions, designed to assess knowledge of theory, classification, application and accurate identification of practice. The PowerPoint presentations of the sessions will be made available to students after each session.

##### 3. Retake exam

If the student receives a failing final grade, (s)he is granted the right to retake the exam during the re-sit week. The retake exam will cover all 9 Topics of the course seen during the semester and will have the same format as the intermediate and final exam. The grade for the retake exam will comprise 60% of the final grade and will replace the (sum of the) grades of the intermediate and final exams.

#### **4. Research project (30% of final grade)**

As part of the course, Students will have to write a research project in groups of 3-4 (group size will depend on the final number of students enrolled in the course). During the first session of the course, all necessary practical information pertaining to the report will be provided (e.g., topics, format of the report, approximate number of pages, submission deadline of the report, and so on). The aim of this group project is to enable students to apply theoretical knowledge of consumer behavior to practical research scenarios. The research project consists of field research, theory application and practical recommendations in various fields of consumer behavior. The final report will be examined on the basis of theoretical background, well-replicated and prepared research methodology, analysis of results, practical insight, and presentation fluency.

Research project overview:

Students will conduct a comprehensive analysis of a selected brand by applying 3-4 consumer behavior concepts or theories covered in the course. The analysis will focus on understanding how these theoretical frameworks are integrated into the brand's strategies and how consumers respond to them.

Detailed information about group work assignments will be provided in a separate document.

During "presentation day", all groups will have to present the results of their research project in class and peer review the other groups. Students who do not fully attend the "presentation day" will not receive the respective grade.

#### **ESSENTIAL READINGS**

Mothersbaugh D. L., Hawkins Del I., K. Susan B. (2020). "Consumer behavior: building marketing strategy", 14<sup>th</sup> Edition, Published by McGraw-Hill Education, 2 Penn Plaza, New York, NY 10121.

Michael R. Solomon M.R., Bamossy G. R., Askegaard S., Hogg M. K. (2016). "Consumer Behaviour: A European Perspective", 6<sup>th</sup> Edition, Pearson Education Inc.

The materials for class discussions and any other additional materials will be added.

**Note:** Due to the dynamic nature of the content of the course, additional/different materials can be assigned during the course. PowerPoint presentations will be made available for download after each session. The slides are the intellectual property of the teacher, and students may not distribute or duplicate them without written consent from the teacher.

**ANNEX**

**DEGREE LEVEL LEARNING OBJECTIVES**

**Learning objectives for the Bachelor of Business Management**

*Programmes:*

*International Business and Communication,*

*Business Management and Marketing,*

*Finance,*

*Industrial Technology Management,*

*Entrepreneurship and Innovation*

<b>Learning Goals</b>	<b>Learning Objectives</b>
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper