



Syllabus

Term: 2025/26/2 **Subject name:** Consumer Behaviour **Subject code:** B19GMB07E

Unit (Unit code) Department of Marketing and Tourism (MTI)

Lecturer responsible for the course: Dr. SZÚCS Krisztián

Requirement: Exam

Classes per week : 2/2/0/0

Classes per term:

Purpose of education:

Exploring consumers' decision-making procedures is an exciting field of marketing with significant contributions from other disciplines (e.g. psychology, sociology, anthropology). Knowledge of the principles of consumer behaviour enables marketing managers to develop new, valuable products and attractive communication for the target audience. Investigating relevant factors that can influence consumers' behaviour is essential to anyone who would like to understand the framework and the main elements of the decision-making processes in different situations.

With this module students can learn about the influencing factors and also the standard process of consumers' decision making.

Contents:

On completion of this module, the successful student will be able to:

1. categorise the main drivers of different consumer behaviours
2. identify external and internal forces that influence consumer behavior
3. model given patterns of the consumers' decision-making process
4. explain the general steps of the decision-making process
5. demonstrate a high proficiency of critical thinking through interpretation, evaluation, and presentation of marketing concepts

System of examining and valuation:



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System of examing and valuation:

Continuous feedback on students' classroom performance: 10%

Quizzes: 20% (LOs 1-5)

Mid-term exam: 30% (LOs 1, 2, 3)

Final exam: 40% (LOs 4, 5)

Bibliography:

Michael R. Solomon: Consumer Behavior: Buying, Having, and Being. Global Edition, 12/E, ISBN-13: 9781292153100, ©2018 • Paper, 632 pp

Case studies

Kahneman, D. (2011): *Thinking, fast and slow*. New York: Farrar, Straus and Giroux. (*Chapter 1*)

Ariely, Dan (2010): *Predictably irrational : the hidden forces that shape our decisions*. New York :Harper Perennial



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