



Consumer Behaviour

General data

Course code:	B19GMB07E
ECTS credits:	7
Type of the course:	business elective
Semester:	Spring, Semester 4
Course restrictions:	-
Course leader (with availabilities):	<i>Dr. Krisztián Szűcs, Ph.D.</i> <i>szucsk@tkk.pte.hu</i> <i>+36 72 501 599/ 23115</i>
Further lecturer(s) (with availabilities):	-

1. Description and aims

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.

2. Intended Learning Outcomes (ILOs)

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

- categorize the main drivers of different consumer behaviours (PILO4),
- identify external and internal forces that influence consumer behaviour (PILO3),
- model given patterns of the consumers' decision-making process (PILO2),
- explain the general steps of the decision-making process (PILO2),
- demonstrate high proficiency in critical thinking through interpretation, evaluation, and presentation of marketing concepts (PILO6).

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)

3. Content, schedule

1. Buying, Having, and Being: An Introduction to Consumer Behaviour
2. Consumer and Social Well-Being
3. Perception
4. Learning and Memory
5. Motivation and Affect



6. The Self: Mind, Gender, and Body
7. Personality, Lifestyles, and Values
8. Attitudes and Persuasive Communications
9. Decision Making
10. Buying, Using, and Disposing
11. Groups and Social Media
12. Income and Social Class
13. Subcultures
14. Culture

4. Learning and teaching strategy, methodology

Combining directed readings with case study discussions the strategy would be to provide opportunities for students to conflict opinions about the phenomenon actually presented in the classroom by creating an inspirational and interactive platform where lecturers can moderate different points of view.

5. Assessment

Formative assessment elements: Continuous feedback on students' classroom performance (one slides): 10%.

Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Teamworks	10%	Oral presentation	Applied summary on the topics discussed in each chapters	no	yes	3,4
Projectwork	30%	Oral presentation	Presentation about a topic chosen in teams.	no	yes	3,5

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

Summative assessment elements:

Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Quizzes	20%	Online quiz	Instant measures of each chapters	no	yes	1,2,4
Final exam	40%	exam	A written exam based on chapters 1-10.	one retake opportunity	yes	1,2,4

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

Individual Assessment	60%	Group Assessment	40%
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6. Learning materials

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

Case studies

Recommended



- 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

7. Further information

International aspects embedded with the course
Trends in CB, case studies are all relevant in global context.
Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course
There are chapters, topics that are focusing on ERS aspects, discussing current situations, challenges in macro and micro levels as well (e.g. TED talks which illustrate these issues).
Connections to the world of practice of the course
Case studies are always related to a specific market, brand, etc.