



## COURSE SYLLABUS

# Consumer Behavior, 7.5 credits

*Consumer Behavior, 7,5 högskolepoäng*

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Course Code:	MLOR23	Education Cycle:	Second-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Jan 4, 2013	Disciplinary domain:	Social sciences
Valid From:	Jul 1, 2013	Subject group:	FE1
Version:	1	Specialised in:	A1N
Reg number:	IHH 2014/2164-122	Main field of study:	Business Administration

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### Intended Learning Outcomes (ILO)

On completion of the course the student will be able to:

#### *Knowledge and understanding*

- To recognize the different processes consumers experience whilst engaging in a variety of consumption contexts.
- To apprehend the factors influencing consumer consumption and disposal conditions
- To comprehend, explain, analyze, connect, and critically reflect on the key consumer behavior concepts, principles, and theories
- To reason critically and independently around the mediating and moderating factors of consumption and disposal in a societal context.

#### *Skills and abilities*

- Identify and describe consumers in context as well as identify factors which influence consumers' decisions vis-à-vis consumption and disposal
- Demonstrate an ability to analyze the effects of e.g., subculture, culture, and group influence on consumer decision making processes
- To work with and use consumer behavior concepts, principles, and theories in order to analyze and explain consumption-related phenomena
- Demonstrate how research and concepts in consumer behaviour can inform and be applied to broader strategic marketing issues.

#### *Judgement and approach*

- Critically reflect upon the choice of concepts, principles and theories in marketing decisions.
- Exhibit a thorough understanding of the research field of consumer behavior.

### Contents

The Consumer Behavior course will start by contextualizing consumers in the marketplace. This is done by explaining the different consumer segments and discussing the roles consumers play in them. Once the context of consumers in the market is understood, we will move into describing the decisions consumers make as they buy and dispose of goods and how these decisions are influenced by e.g., social interaction and lifestyle. Finally, we will spend time understanding the role of subcultures and consumer

culture on the key consumption processes. Throughout this course, students will be introduced to consumer behavior concepts, models, theories and tools in order to appeal to consumers. Furthermore, specific analytic tools and research methods in the field will be introduced and applied to various consumer decision making and disposal contexts.

### Type of instruction

- Class lectures provide a theoretical and practical framework for Consumer Behavior concepts
- Seminars provide a combination of cases and practical assignments used to integrate beliefs, develop ideas, and reflect on attitudes about consumer behavior.
- In connection with lectures and seminars, reading assignments are used to immerse students in the literature by enticing them to find, review and discuss recent articles from e.g. Journal of Consumer Marketing, Journal of Consumer Behavior, Journal of Consumer Research, Journal of Marketing.
- Project work is used to get students out of the classroom and to apply themes on consumers in a real world setting. Students will collect primary data by way of e.g. observation, interviews, focus groups and experiments and analyze this data using the tools, methods and theories from the course.

The teaching is conducted in English.

### Prerequisites

Bachelor's degree in Business Administration (or the equivalent).

### Examination and grades

The course is graded A, B, C, D, E, FX or F.

#### Examination and grades

The examination is based on individual written exams, project work, essays, and presentations in groups. The written exams and essays will determine whether students have gained the requisite understanding and knowledge in the course and whether or not they are able to apply, evaluate and synthesize this knowledge. Project work and presentations in groups will allow students to apply models and theories and enable the teaching team and classmates to challenge their beliefs, ideas and attitudes. Additionally, project work and presentations will be used to measure that the required skills and abilities for solving consumer behavior related problems are developed.

Evaluation is done through several means accounting for a total of 100 points. The theoretical block is worth 60 % and is evaluated through individual classroom assignments and an individual written examination. The remaining 40 % of the course is completed through project work, essays and presentations. All parts need to be passed for the student to pass the course. All parts are then weighted together and a grade for the entire course is given.

Registration of examination:

Name of the Test	Value	Grading
Examination <sup>1</sup>	7.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> Determines the final grade of the course, which is issued only when all course units have been passed.

### **Course evaluation**

At the outset of the course the course manager ensures that course evaluators are elected (or exist) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course manager discuss the course evaluation and possible improvements. The result is reported to, among others, the Associate Dean for Education, the Council for Undergraduate and Master Education, and the Board of Directors of JIBS. The course manager shall at the outset of the following course report results and measures taken in the previous course evaluation.

### **Other information**

Consumer behavior is the field within marketing that provides concepts, theories and principles that can be used to study factors that influence how, when, and why people buy, consume and dispose of goods. This course will equip students with a greater appreciation of these principles and factors and enable them to make consumer behavior driven decisions and marketing strategies.

### **Course literature**

#### *Literature*

Solomon, M., Bamossy, G., Askegaard, S., and Hogg, M. (2010). *Consumer Behavior: Buying: A European Perspective*. 4th ed., Financial Times Press.  
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