Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | **Content**  |
| Course title |  **Consumer Behavior** |
| Organizational unit: |  Faculty of Management |
| Organizational unit where the course is offered: |  Faculty of Management |
| Course ID |   |
| Erasmus code / ISCED |  |
| Course groups |   |
| Period when the course is offered  |   |
| Short description |  The subject matter encompasses the realm of consumer behavior, addressing topics surrounding consumer decision-making processes and the external and internal factors influencing these processes. The course also emphasizes the influence of marketing activities on consumer behavior. |
| Type of course: |  |
| Full description |  Comprehending consumer behavior constitutes a paramount phase in the planning of marketing strategies. By properly identifying the needs of its clients, the company is able to choose the target segments for its product and services and construct a market offer suitable for them. In today's fast-changing world, we are dealing with constantly evolving trends that affect the behavior of modern consumers. This course aims at familiarizing students with basic theories of consumer behavior as well as new socio-cultural trends influencing consumer behavior. The course outline is as follows:1. Foundations of consumer behavior
2. Internal factors influencing consumer behavior:
* Consumers psychology
* Consumers demography (gender, age)
1. External factors influencing consumer behavior:
* Reference groups and social class
* Culture and globalization
1. New trends in consumer behavior:
* Consumerism
* Green consumption
* Internet and social media
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| Prerequisites | Formal  |   |
| Initial  |   |
| Learning outcomes |  After completing the course students:K\_W01 know and understand the general methodology of consumer research as well as concepts and models related to the consumer decision-making process K\_W02 understand the importance of consumer behaviour modelling for marketing activities designing K\_W04 know and understand the fundamental dilemmas of the contemporary consumer in terms of satisfying food needs, health and the future of civilizationK\_W05 know and understand the determinants of consumer decision-making processes in the food marketK\_U01 can and are able to use knowledge in the field of social sciences and theoretical models to recognise, diagnose attitudes and consumer behaviour and to suggest general marketing solutions.K\_U02 can and are able to identify factors and interpret their impact on consumer attitudes and behaviour on the food marketK\_U04 can and are able to analyse and diagnose the impact of marketing activities on consumer behaviour and communicatively present the effect of their work and debate in EnglishK\_U06 can and are able to plan and organise own work and team workK\_U07 can and are able to broaden knowledge about consumer attitudes and behavioursK\_K01 are ready to express critical opinions and discuss the impact on the attitudes and behaviours of consumers, as well as to consult expertsK\_K02 are ready to take responsibility for the impact of marketing activities on the attitudes and behaviours of consumers, giving priority to ethics and the good of the consumer over sales targets |
| ECTS credit allocation (and other scores) |  2 |
| Assessment methods and assessment criteria | * Attendance – 10%
* Group assignments/ Homeworks – 40%
* Final test – 50%

Final grades:0-29 pts– 2 (unsatisfactory)30-34 pts– 3 (sufficient)35-39 pts– 3,5 (satisfactory)40-44 pts– 4,0 (good)45-49 pts– 4,5 (fairly good)50-59 pts– 5,0 (very good)60 pts – 5,5 (excellent) |
| Examination  |   |
| Type of class |   |
| Sposób realizacji przedmiotu  |  PowerPoint presentations, case study, group discussions, class assignments, educational games |
| Language  |  English |
| Bibliography | COURSE BOOK:* Solomon M. (2015) Consumer behavior (12th ed.), Boston: Pearson

COMPLEMENTARY READING:* Hoyer W., MacInnis, D., Pieters R.(2018). Consumer Behavior (7th ed., Cenagage Learning
* Evans, M., Jamal, A., Foxall, G. (2011). Consumer Behaviour (2nd ed.). New York: Wiley.

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| Internship as part of the course  |   |
| Coordinators |  |
| Group instructors |  |
| Notes  |   |

**B. Detailed data**

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| **Name of the field** | **Content**  |
| Group instructors: |  **Agnieszka Kacprzak** |
| Title  |  **Consumer Behavior** |
| Type of class: |  conversatory |
| Learning outcomes defined for didactic method used during the course |  After completing the course students:K\_W01 know and understand the general methodology of consumer research as well as concepts and models related to the consumer decision-making process K\_W02 understand the importance of consumer behaviour modelling for marketing activities designing K\_W04 know and understand the fundamental dilemmas of the contemporary consumer in terms of satisfying food needs, health and the future of civilizationK\_W05 know and understand the determinants of consumer decision-making processes in the food marketK\_U01 can and are able to use knowledge in the field of social sciences and theoretical models to recognise, diagnose attitudes and consumer behaviour and to suggest general marketing solutions.K\_U02 can and are able to identify factors and interpret their impact on consumer attitudes and behaviour on the food marketK\_U04 can and are able to analyse and diagnose the impact of marketing activities on consumer behaviour and communicatively present the effect of their work and debate in EnglishK\_U06 can and are able to plan and organise own work and team workK\_U07 can and are able to broaden knowledge about consumer attitudes and behavioursK\_K01 are ready to express critical opinions and discuss the impact on the attitudes and behaviours of consumers, as well as to consult expertsK\_K02 are ready to take responsibility for the impact of marketing activities on the attitudes and behaviours of consumers, giving priority to ethics and the good of the consumer over sales targets |
| Assessment methods and assessment criteria for didactic method used during the course | * Attendance – 10%
* Group assignments/ Homeworks – 40%
* Final test – 50%

Final grades:0-29 pts– 2 (unsatisfactory)30-34 pts– 3 (sufficient)35-39 pts– 3,5 (satisfactory)40-44 pts– 4,0 (good)45-49 pts– 4,5 (fairly good)50-59 pts– 5,0 (very good)60 pts – 5,5 (excellent) |
| Examination for didactic method used during the course |   |
| Range of content | 1. Foundations of consumer behavior
2. Internal factors influencing consumer behavior:
* Consumers psychology
* Consumers demography (gender, age)
1. External factors influencing consumer behavior:
* Reference groups and social class
* Culture and globalization
1. New trends in consumer behavior:
* Consumerism
* Green consumption
* Internet and social media
 |
| Didactic methods |  PowerPoint presentations, case study, group discussions, class assignments, educational games |
| Bibliography |  COURSE BOOK:* Solomon M. (2015) Consumer behavior (12th ed.), Boston: Pearson

COMPLEMENTARY READING:* Hoyer W., MacInnis, D., Pieters R.(2018). Consumer Behavior (7th ed., Cenagage Learning
* Evans, M., Jamal, A., Foxall, G. (2011). Consumer Behaviour (2nd ed.). New York: Wiley.
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| Group limit  |   |
| Time span |   |
| Location |   |