Marketing and Consumer Behaviour

Single subject and programme course

7.5 credits

Marketing and Consumer Behaviour

723G61

Valid from: 2016 Spring semester

Determined by
The Quality Board at the Faculty of Arts and Sciences

Date determined
2015-12-04

Main field of study
Business Administration

Course level
First cycle

Advancement level
G2X

Entry requirements
At least two years (120 ECTS credits) of undergraduate studies, of which a minimum of 60 ECTS credits in Business Administration (or equivalent). Documented knowledge of English equivalent to Engelska B/Engelska 6. Exemption from Swedish 3/B.

Intended learning outcomes
After completion of the course the student should be able to:
– describe some of the most common theoretical concepts, models and theories in the subject field consumer behaviour
– relate contemporary consumer behaviour thinking – including internetrelated issues – to the classic components in the subject field
– understand consumers on individual level
– understand social, cultural and other contextual aspects of the consumer
– reflect on the "stimuli-response model" from a critical point of view
– propose fruitful methods for collection of consumer information to support marketing decisions
– propose marketing actions in the light of purchase process models

Course content

At the introduction of the course the historical development of different theoretical fields is presented and discussed. The course content, then, is organized to include a selection of usable perspectives on marketing issues and consumer behaviour. These perspectives are of three kinds:

The first is about the consumer and about consumer's context. This kind of perspectives include aspects such as consumers'

– needs, wants and desires
– motivation behind perceived needs, wants and desires
– economic ability
– personality, identity, and lifestyle
– attitudes and values
– memory
– culture, subculture and place contexts
– X factors affecting customers thinking and action

The second is about processes related to buyer behaviour as well as usage of goods and services. This kind of perspective include aspects such as consumers'

– information searching and attention
– evaluation of alternatives
– purchase decisions (regarding products, brands, buying channels)
– post purchase evaluation

The third kind is about the connection between marketing (from a company's point of view) to consumer behaviour including

– the stimuli-response model
– managing of word-of-mouth phenomena
– methods for collecting information about consumers
– the special issue of innovation promotion (adoption, rejection,diffusion).

A recurrent theme in this course is a try to understand why consumers choose and buy certain products.

Teaching and working methods

The course is organized through a combination of lectures, seminars and teamwork around a real-world case. Lectures provide perspectives on the course content, and students should not expect repeating all content in the course literature. Students may have to prepare tasks and assignments for seminars and teamwork. Language of instruction is English.

Examination

The course will be examined through teamwork assignment, and individual written examination at the end of the course. Detailed information about the examination can be found in the course's study guide.

Students failing an exam covering either the entire course or part of the course twice are entitled to have a new examiner appointed for the reexamination.

Students who have passed an examination may not retake it in order to improve their grades.

Grades

ECTS, EC

Other information

Planning and implementation of a course must take its starting point in the wording of the syllabus. The course evaluation included in each course must therefore take up the question how well the course agrees with the syllabus.

The course is carried out in such a way that both men´s and women´s experience and knowledge is made visible and developed.

Department

Institutionen för ekonomisk och industriell utveckling