

Course Unit Title:	Consumer Behavior
Course Unit Code:	MAR204
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	2
Semester when the unit is delivered:	3
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA
Learning Outcomes of the course unit:	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Apply the theoretical bases of Consumer Behaviour in differing business settings. • Display an understanding of marketing from a psychological and sociological perspective. • Apply the learned marketing skills • Undertake marketing related positions. • Develop an in depth understanding of the complexities and challenges involved in working in the field of Consumer Behaviour. 	
Mode of Delivery:	Face- to- face
Prerequisites and co-requisites:	MAR 101
Recommended optional program components:	None
Course Contents:	
<p>Objective:</p> <ul style="list-style-type: none"> • To provide the student with a comprehensive presentation of the concepts and principles that is involved in the study of buyer behaviour. • To emphasize as to how psychological/ sociological theory can be directly applied within a marketing context. <p>Description: Consumer behavior and marketing action: the marketing concept and implications for consumer behavior; strategic applications of consumer behavior.</p>	

Complex decision making: the use of a consumer model, its importance and limitations; a model of complex decision making; need arousal; consumer information processing; brand evaluation; purchase and post purchase evaluation.

Habit, learning and decision making: a model of habitual purchasing behavior; habit and information seeking; the functions of habit; strategic implications of habit and consumer learning; classical conditioning; instrumental conditioning; cognitive learning.

Brand loyalty: the behavioural and cognitive approaches; brand loyalty and product involvement.

Low involvement decision making: involvement and the hierarchy of effects; the low involvement hierarchy; Krugman's theory of passive learning; strategic issues in low involvement decision making.

Consumer perceptions and information processing: selective perception; perceptual organization; an information processing model; marketing stimuli and consumer perceptions; stimulus discrimination and stimulus generalization; individual differences in stimulus perception.

Consumer perceptions and marketing strategy: combatting selective perception; perceptual organization and marketing strategy; perceived risk in the purchasing process.

Consumer attitudes and needs: the nature of attitudes and needs; attitudes and needs in the development of marketing strategy; functions of attitudes; attitude development; attitude components; the relationships of attitudes to behavior; multi-attribute models of consumer attitudes.

Attitude change strategies: attitudes and needs in adaptive strategies; changing attitudes and needs.

Reference group influences: types of reference groups; the nature of reference groups; reference group influences on the consumer.

Family decision making: the nature of family decision making; husband-wife influences, parent-child influences; family decision making and marketing strategies.

Communication within groups: word-of-mouth communication; the two-step flow of communication; a multi-step flow of communication; negative word-of-mouth influence; opinion leadership; methods to identify opinion leaders; strategic applications of opinion leadership.

Communication across groups: the diffusion process; innovations and the diffusion process; strategic applications of diffusion theory.

Situational determinants of consumer behavior: the nature of situational variables; situational influences on consumer decisions; the use of situational variables in marketing

<p>strategy.</p> <p>Demographic and psycho graphic variables: cultural and cross-cultural influences; subcultural influences; social class influences.</p> <p>Organizational buyer behavior: the nature of organizational buyer behavior; similarities with and differences from consumer behavior; the role of the buying center.</p> <p>Recent developments and contemporary issues pertaining to the subject-matter of the course.</p>					
<p>Required or Recommended Reading:</p>	<p>Solomon, M.: CONSUMER BEHAVIOR: Buying having & Being, Prentice Hall</p> <p>Chisnall, P.: CONSUMER BEHAVIOR, McGraw Hill</p> <p>William Ansel,Bruce Newman,J. Sheth, B. Mittal: CUSTOMER BEHAVIOUR – Consumer Behaviour and Beyond. Harscourt Brace College</p> <p>W. Anselmi and K. Gouliamos : ELUSIVE MARGINS – Consuming Media, Ethnicity and Culture, Guernica Journal of Consumer Research</p> <p>Solomon, M. : "CONSUMER BEHAVIOUR", latest edition</p> <p>Chisnall, P.: "CONSUMER BEHAVIOUR", latest edition</p> <p>Assael, H. : CONSUMER BEHAVIOR AND MARKETING ACTION, Kent</p> <p>Schiffman/Kanuk : CONSUMER BEHAVIOR, Prentice Hall</p> <p>Schiffman/Kanuk: CONSUMER BEHAVIOR, Latest Edition Prentice Hall</p> <p>Various textbooks and Journal Articles in the area of Consumer Behaviour.</p>				
<p>Planned learning activities and teaching methods:</p>	<table border="1" style="width: 100%;"> <tr> <td style="width: 60%;">Class Instruction</td> <td style="width: 40%; text-align: center;">42 Hours</td> </tr> <tr> <td>Consultation</td> <td style="text-align: center;">15 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation	15 Hours
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<p>Assessment methods and criteria:</p>	<table style="width: 100%;"> <tr> <td style="width: 60%;">Mid term exam</td> <td style="width: 40%; text-align: right;">25%</td> </tr> <tr> <td>Final exam</td> <td style="text-align: right;">50%</td> </tr> </table>	Mid term exam	25%	Final exam	50%
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	Assignments 15% Participation 10% 100%
Language of Instruction:	English
Work Placement(s):	No
Place of Teaching:	Regular Classroom European University Cyprus, Nicosia