Course Unit Title:	Consumer Behavior and Social Media
Course Unit Code:	MAR209
Type of Course Unit: (Compulsory/Optional)	Elective
Level of Course Unit: (first, second or third cycle)	Bachelor (1st Cycle)
Year of Study:	3
Semester when the unit is delivered:	5
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA

Learning Outcomes of the course unit:
Upon successful completion of this course students should be able to:
- Discuss the importance of understanding consumers
- Explain the various factors/variables that affect consumer behavior.
- Critically explain how and why communication influences consumer behavior
- Assess the role of different research traditions in understanding audiences
- Identify the nature and characteristics of a given audience
- Explain the cognitive processing of audiences
- Discuss the importance and foundations of an effective communicator-audience relationship

Mode of Delivery:	Distance Learning
Prerequisites and co-requisites:	MAR101, MAR204
Recommended optional program components:	None

Course Contents:
Objectives:
The course aims at providing students theories and models for understanding and analyzing audience behavior.

Description:
Areas to be covered:
- Models of consumer behaviour
- The role of communication in consumer behaviour
- Typologies of audiences: duality of audience, audience as group or public, models of the audience-sender relationship

- Audience research: goals and alternative traditions
- Audience analysis: characteristics of target audiences (such as demographics, psychographics)
- Communicator-audience relationship
- Audience analytics

Recommended or required reading:	**Required reading:** McQuail, D. Audience Analysis, Sage Publications Ltd. **Recommended readings:** Okongo, A. Audience Analysis in Skilled Communication, Author House, U.S.A. McQuail, D. Mass Communication Theory, Sage Publications Ltd. Mowen, Consumer Behavior, Prentice Hall Solomon, M. Consumer Behavior: Buying, Having and Being, Pearson Prentice Hall.
Planned learning activities and teaching methods:	Virtual lectures, workshops, group work, assignments and exams
Assessment methods and criteria:	Final Examination 50% Ongoing evaluation 50% 100%
Language of Instruction:	English
Work Placement(s):	No
Place of Teaching:	Blackboard Virtual Learning Platform