

Course Title	Consumer Behavior				
Course Code	MRD230				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	3 rd Year/ 5 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	Up to 6 teleconferences	Laboratories / week	None
Course Purpose and Objectives	<p><u>Purpose:</u></p> <p>Consumer Behavior is a course which will introduce the students to the psychological and sociological effects of consumption. Assignments and case studies will assist students in applying theory to real life situations.</p> <p><u>Objectives:</u></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. 				
Learning Outcomes	<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 Behavior in differing business settings. • Explain marketing from a psychological and sociological perspective. • Apply the learned marketing skills • Discuss the complexities and challenges involved in working in the field of Consumer Behavior. 				
Prerequisites	MRD100	Co-requisites	None		

<p>Course Content</p>	<p>Introduction to Consumer behavior: the marketing concept and implications for consumer behavior.</p> <p>Decision making: types of decision making; need arousal; consumer information processing; brand evaluation; purchase and post purchase evaluation; habit, learning and decision making; information seeking; the functions of habit; consumer learning; classical conditioning; instrumental conditioning.</p> <p>Brand loyalty: the behavioural and cognitive approaches; brand loyalty and product involvement.</p> <p>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.</p> <p>Consumer perceptions and marketing strategy: combatting selective perception and adaptation; perceptual organization and marketing strategy; perceived risk in the purchasing process.</p> <p>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.</p> <p>Attitude change strategies: attitudes and needs in adaptive strategies; changing attitudes and needs.</p> <p>Reference group influences: types of reference groups; the nature of reference groups; reference group influences on the consumer.</p> <p>Motivation: Impact on consumption; the nature of needs; Freudian systems; work design and motivation; occupational characteristics that have motivational properties.</p> <p>Memory: encoding for later retrieval; memory systems; retrieving information for purchase decisions; memory for marketing stimuli.</p> <p>Personality and Consumer Behaviour: Freudian theory; Neo Freudian theory; lifestyles; psychographics</p> <p>Identity and the Self: Buying having and being; historical developments; self concept; self esteem; real and ideal selves; loss of self.</p>
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	<p>Identity and the Self: Gender and identity; sex typed products; body image and consumption; ideal of body image over time; working on the body.</p> <p>Recent developments and contemporary issues pertaining to the subject-matter of the course.</p>						
Teaching Methodology	E - Learning						
Bibliography	<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 Behavior and Beyond. Harcourt Brace College</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 Behavior.</p>						
Assessment	<table border="0"> <tr> <td data-bbox="548 1451 1073 1486">Final examinations</td> <td data-bbox="1081 1451 1308 1486" style="text-align: center;">50%</td> </tr> <tr> <td data-bbox="548 1486 1073 1522">Assignments/On-going evaluation</td> <td data-bbox="1081 1486 1308 1522" style="text-align: center;">50%</td> </tr> <tr> <td></td> <td data-bbox="1081 1522 1308 1558" style="text-align: center;">100%</td> </tr> </table>	Final examinations	50%	Assignments/On-going evaluation	50%		100%
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Language	English						