



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Consumer Behavior	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: assist. dr. Karina Adomavičiūtė	Faculty of Economics and Business Administration
Other(s):	

Study cycle	Type of the course unit (module)
First	Compulsory / optional

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Classroom	Spring semester	English

Requirements for students	
Prerequisites: none	Additional requirements (if any): none

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed

The aim of the subject: to introduce students the major consumer behaviour theories and importance of their application in marketing practice. Managerial understanding about internal and external consumer behaviour factors that affect consumer decisions from problem arousal to product usage and assessment will be necessary for successful managerial practice. Also, knowledge and skills necessary for the implementation of unsophisticated consumer behaviour research are provided. Holistic understanding of consumer behaviour is expected after the course.

Competences developed:

1. To search for information about consumer behaviour, as important part of business environment, in various countries, and be able to compare the data.
2. Analyse consumer behaviour differences in various countries and global consumer behaviour trends.
3. Name consumer behaviour principles and be able to analyse consumer behaviour using unsophisticated marketing research tools.
4. Be able to create methodology and gather data for unsophisticated surveys.
5. Understand reasons and opportunities of standardising or adapting marketing mix for foreign countries.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Students will be able to identify external and internal factors of consumer behaviour for the particular situation and select marketing tools to affect them (if possible) aiming for the favourable outcome for company or brand.	Lecturing, study of additional literature, case analysis, individual and teamwork, group presentation.	Test with open-ended questions. A group assignment consisting of theory application, field research and practical recommendations in various areas of consumer behavior (thesis and presentation).
Students will be able to analyse consumer decision process and select particular marketing means in order change decision toward the favourable outcome for company or brand.		

Students will be able to identify, monitor and analyse global and local consumer behaviour trends and forecast their impact on marketing.		Analysis of given case studies (presentation).
Students will be able to select proper advertising tactics for the particular product category.		
Students will be able to analyse particular aspects of consumer behaviour by selecting appropriate research instrument and analysis methods.		
Students will be able to present theory and survey results for the audience and discuss their impact on marketing practice.		

Content: breakdown of the topics	Contact hours						Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work	Contact hours	Self-study hours	Assignments
1. Introductory lecture. Consumers and the marketplace. Context of understanding consumers. Constructs.	4		2				6	5	Students are explained how seminars will be integrated with lectures and additional material. Student teams are formed, and primary assignments are formulated.
2. Culture and culture change (I)	2		2				4	6	Reading the literature provided below and sources uploaded in to emokymai.vu.lt, practical assignments. Presentation of group work: theory application, field research and practical recommendations in various areas of consumer behavior. Analysis of given case studies.
3. Culture and culture change (II). Social class.	2						2	6	
4. Reference group influence	2		2				4	5	
5. Family influence	2						2	5	
6. Self-perception and personality	2		2				4	6	
7. Motivation	2						2	6	
8. Perception and interpretation	2		2				4	6	
9. Learning and memory	2		2				4	6	
10. Attitudes and persuasion	2						2	6	
11. Individual decision making	4		2				6	1	
12. Household decision making	2						2	5	
13. Advertising and its effect on consumer behavior	2						2	5	
14. Trends in consumer behavior	2		2				4	5	
Total	32		16				48	8	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Mid-term test	20	During the semester	Test is composed of 3 open-ended questions that refer to the topics No 1-5. Correct answer to an open question (100%) - 3 points, 75-100% of a correctly answered question - 2.25 points, 50-75% of a correctly answered question - 1.5 points, 25-50% of a correctly answered question - 0.75 points, incorrect answer (0-25%) - 0 points. The final grade for the test is the sum of collected points. Test is written during lecture on the given week through the system emokymai.vu.lt

			Students who fail to report test on time for important reasons, under agreement, can hold it later.
Case study analysis	10	During the semester	Students (individually or in groups of 2) will have to analyze given specific case studies, determine what problems exist and develop the best possible strategy to achieve the desired outcomes. During the semester two cases studies will be provided: each weight – 5 % of the final grade. Students will have to present only Power Point presentation.
Group assignment	30	During the semester	Students will have to write assignments individually or in groups of 2 (each assignment indicates the number of students suggested). The assignment consists of theory application, field research and practical recommendations in various areas of consumer behavior. The paper will be examined on the basis of depth of insight, originality, theoretical background and presentation fluency. Each paper has to contain: <ul style="list-style-type: none"> a) Theoretical part. It is a reflection of aspect under discussion in scholarly articles. The teacher will give “major” article as a starting point of reading, however, inclusion of additional 3-4 scholarly sources is highly recommended. b) Research part. Students have to make a replication of survey according to the analysed scientific articles and describe the results. c) Implications of survey findings (how managers could benefit from the knowledge obtained). <p>The electronic version of the assignment should be uploaded to emokymai.vu.lt system or sent to the teacher before class (due date). Each paper should be presented by a student group on the estimated date.</p>
Final test	40	During the exam session	Test is composed of 5 open-ended questions that refer to the topics No 6-14. Correct answer to an open question (100%) - 3 points, 75-100% of a correctly answered question - 2.25 points, 50-75% of a correctly answered question - 1.5 points, 25-50% of a correctly answered question - 0.75 points, incorrect answer (0-25%) - 0 points. The final grade for the test is the sum of collected points. Test is written during the exam session through the system emokymai.vu.lt
<p>The final assessment of a student’s knowledge is the sum of mid-term, group assignment and final exam evaluations. A 10-point scale is used for evaluation:</p> <p>90-100% or 10 (excellent) 80-90% or 9 (very good) 70-80% or 8 (good) 60-70% or 7 (average) 50-60% or 6 (satisfactory) 45-50% or 5 (weak) Less than 45 percent (unsatisfactory) when the minimum requirements are not met: 4, 3, 2, 1.</p> <p>Important note! In order to get positive final assessment, everyone has to complete all above-mentioned assignments.</p>			

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Solomon M. R.	2017	Consumer Behavior: Buying, Having, and Being	12th edition	Prentice Hall (Pearson Education)
Optional reading				

Solomon M. R., Bamossy G. J., Askegaard S., Hogg M. K.	2016	Consumer behaviour: a European perspective	6th edition	Harlow, England: Pearson
Zubin Sethna, Jim Blythe	2016	Consumer Behaviour	3rd edition	SAGE Publications Ltd, England
Constantinos Pantidos	2018	Living Brands: How Biology & Neuroscience Shape Consumer Behaviour & Brand Desirability	-	LID Publishing, England
Other various sources (articles, chapters, cases, reports, etc.) uploaded in to emokymai.vu.lt.				