



APPLIES TO ACADEMIC YEAR 2003/2004

## MRK 2280 Consumer Behavior

### Program

Bachelor's Program in Trade and Retail Management, Bachelor's Program in Travel and Service Management, Foundation Program in Business Administration

### Responsible for the course

Bendik Samuelsen og Håvard Hansen

### Department

Marketing

### Term

According to study plan

### ECTS Credits

6

### Objective

To be successful in a market, the firm must understand and be able to predict the consumers' behavior in different situations. The objective of the course is to give the students an understanding of the processes leading to choice of products, and post-purchase processes influencing future behavior. Consumer behavior combines theory from economics, psychology, sociology and anthropology. How the marketer should relate to different problems regarding different consumer segments is strongly emphasized in the course.

### Prerequisites

No prerequisites are required.

### Compulsory literature

Schiffman, Leon G. and Leslie Lazar Kanuk. 2004. *Consumer behavior*. 8th.ed. Upper Saddle River, NJ.: Prentice-Hall.

Three case assignments are given at the first lecture.

### Recommended literature

Kardes, Frank R. 1999. *Consumer behavior and managerial decision making*. Reading, MA. : Addison-Wesley.

### Course outline

- Introduction to consumer behavior
- Segmentation and targeting
- The consumer as an individual with needs, personality, perceptions
- How consumers learn and apply knowledge
- Attitude development, and strategies for attitude change
- The consumer in a social context among friends, family, culture and social class
- The consumer's decision process and choice models
- Diffusion and adoption of innovations
- Consumer politics and ethical considerations

### Computer-based tools

Computer-based tools are not required. However, a website is designed especially for the course, and will contain much important information (e.g the case texts). The students will thus benefit significantly from having access to the Internet.

### Course structure

The course objectives are reached through a combination of lectures and students working in small groups. Group work includes the three case assignments given in the first lecture. These will be presented in class, and the case discussions will to a large extent be run by the students. The course has 42 hours (33 hours + 9 hours) of lectures and case presentations.

Each of the three cases will consist of two questions.

The case presentations are organized as follows: A three-hour working session will be arranged for each case. Each of these sessions will consist of the following: In the first lesson, the lecturer selects one student group to present their solution to question 1. An opponent group is also selected. The two groups discuss the solution to question 1, and the class is eventually invited to comment on the two groups' suggestions. In the second lesson this procedure is repeated for question 2, new solutions are discussed. In the third lesson the lecturer draws the necessary conclusions and closes the case.

One or more exam questions will be related to one or more cases, and it is thus important that the students devote themselves to solving the case questions, and participate in the case presentations.

**Evaluation**

A three-hour individual written exam completes the course.

**Evaluation code(s)**

MRK 22801 Consumer Behavior - written examination which accounts for 100% of the grade in MRK 2280, 6 credits.

**Aids at the examination**

No aids are permitted at the exam.

**Makeup exam**

A re-sit is held at the next term.