



APPLIES TO ACADEMIC YEAR 2007/2008

## EXC 2704 Consumer Behavior

### Program

Bachelor in Business Administration - (3. year)

### Responsible for the course

Håvard Hansen

### Department

Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

### 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

#### Books:

Schiffman, Leon G. and Leslie Lazar Kanuk. 2006. Consumer behavior. 9th. ed. Upper Saddle River, NJ.: Prentice-Hall

#### Other:

Two case assignments given in first lesson

### Recommended literature

#### Books:

Kardes, Frank R. 2002. Consumer behavior and managerial decision making. 2nd. ed. Upper Saddle River, N.J.: Prentice-Hall

### 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

### 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).

### 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 or three questions.

The case presentations are organized as follows: A three-hour working session will be arranged for each case. Each of these sessions will be 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 nessecary 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 caseprogram and a three-hour individual written exam completes the course.

### **Evaluation code(s)**

EXC 27041 - Caseprogram. Pass/Fail

EXC 27042 - Written examination which accounts for 100% of the grade i EXC 2704 Consumer Behavior, 6 credits.

Both exams must be passed to obtain final grade in the course.

### **Aids at the examination**

Caseprogram - all aids allowed.

Written exam - no aids are permitted.

### **Makeup exam**

A re-sit is held at the next term. Caseprogram and exam can be taken separately.