



APPLIES TO ACADEMIC YEAR 2008/2009

EXC 2704 Consumer Behaviour

Program

Bachelor in Business Administration - (3. year)

Responsible for the course

Hans Mathias Thjømmøe

Department

Department of 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' behaviour 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 behaviour. Consumer behaviour 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. 2007. Consumer behavior. 9th ed. Upper Saddle River, NJ.: Pearson 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 behaviour
- 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.

Course structure

The course objectives are reached through a combination of lectures and students working. Group work includes two compulsory assignments. The course consists of 36 hours which

includes 33 hours lecturing in addition to 3 hours going through the assignments. 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.

The assignments in the case program are solved in groups of 3 to 5 students and the case program will count for 70% of final grade in the course.

BI's distance education students may solve the assignments individually or in groups of 2 to 5 students.

Evaluation

The assignments in the case program are solved in groups of 3 to 5 students and the case program, count for 70 % of final grade in the course.

A three-hour individual written exam, count for 30 %, will complete the course.

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

Evaluation code(s)

EXC 27043 - Case program. which accounts for 70% of the final grade in EXC 2704 Consumer Behaviour, 6 credits.

EXC 27044 - Written examination which accounts for 30% of the grade in EXC 2704 Consumer Behaviour, 6 credits.

Aids at the examination

Assignments (case program) - all aids allowed.

Written exam - no aids are permitted.

Makeup exam

A re-sit is held at the next term. Case program and exam can be taken separately. Re-sit in previous versions of following exams will be offered autumn 2008 and last time spring 2009:

EXC 27041 - Caseprogram. Pass/Fail

EXC 27042 - Written examination which was accounted for 100% of the grade in EXC 2704 Consumer Behaviour, 6 credits.