



APPLIES TO ACADEMIC YEAR 2008/2009

## MRK 2780 Consumer Behavior

### Program

Bachelor in Arts and Management (1. year), Bachelor in International Marketing (1. year), Bachelor in Market Communication (1. year), Bachelor in Marketing (1. year), Bachelor in Public Relations (1. year), Bachelor in Retail Management (1. year), Bachelor in Tourism Management (1. year), Bachelor of Science in Business (1. year), Foundation Program in Marketeconomy

### Responsible for the course

Nina Ronæs

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

Norwegian

### 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:

Hansen, Håvard, Leon G. Schiffman, Leslie Lazar Kanuk. 2008. Consumer behaviour: a European outlook. European edi. Harlow: Prentice Hall Financial Times

### 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's decision process and choice models
- 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
- 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.

The assignments are solved in groups of 3 to 5 students. Evaluation form pass/fail.

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

**Evaluation**

Part 1 - Compulsory assignment 1, solved in groups of 3-5 students and consists of 5-7 pages  
Part 2 - Compulsory assignment 2, solved in groups of 3-5 students and consists of 5-7 pages  
Part 3 - Three hours individual written exam.

**Evaluation code(s)**

MRK 27803 - Assignment 1. Pass/Fail.

MRK 27804 - Assignment 2. Pass/Fail.

MRK 27805 - Written examination which accounts for 100% of the grade in MRK 2780  
Consumer Behavior, 6 credits.

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

**Aids at the examination**

Assignment program - all aids allowed.

Written exam - no aids are permitted.

**Makeup exam**

A re-sit is held at the next term. All parts must be passed to obtain final grade in the course.

Re-sit exams are however possible to do separately.

There will be re-sit examination in evaluation codes MRK 27801 and MRK 27802 fall semester 2008 and last time spring semester 2009.