



APPLIES TO ACADEMIC YEAR 2009/2010

EXC 2704 Consumer Behaviour

Programme

Bachelor in Business Administration (3. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

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

A basic course in marketing is required.

Compulsory reading

Books:

Schiffman, Leon G. and Leslie Lazar Kanuk. 2007. Consumer Behavior. 9th ed. Upper Saddle River, N.J. : Pearson Prentice Hall

Other:

Two case assignments given in first lesson

Recommended reading

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.

Examination

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.

Exam 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.

Examination support materials

Assignments (case program) - all aids allowed.

Written exam - no aids are permitted.

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

A re-sit is possible next time course is offered. Case program and exam can be taken separately.

Additional information

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course will be lectured for the last time autumn 2010. Re-sit exam will be offered every term from autumn 2011 even spring 2013.