



**APPLIES TO ACADEMIC YEAR 2009/2010**

## **MRK 2980 Consumer Behavior**

### **Programme**

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), Foundation Program in Marketeconomy

### **Responsible for the course**

Nina Ronæs

### **Department**

Department of Marketing

### **Term**

According to study plan

### **ECTS Credits**

7,5

### **Language of instruction**

Norwegian

### **Introduction**

### **Learning outcome**

### **Prerequisites**

### **Compulsory reading**

#### **Books:**

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

### **Recommended reading**

#### **Books:**

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

### **Course outline**

### **Computer-based tools**

### **Learning process and workload**

### **Use of hours**

### **Examination**

### **Exam code(s)**

### **Examination support materials**

**Re-sit examination**

**Additional information**