



APPLIES TO ACADEMIC YEAR 2010/2011

## EXC 2112 Consumer Behaviour

### Programme

Bachelor in Business Administration (BBA) (2. year)

### Responsible for the course

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

English

### Introduction

This course will introduce you to basic consumer behaviour problems and perspectives and the contexts in which they arise. It will help you develop an ability to structure and analyze such problems, and provide the appropriate tools and concepts for solving them. The course will concentrate on consumer behaviour topics, which will help the marketing manager to understand the needs and wants of the consumers.

### Learning outcome

It is expected that the students acquire an understanding of the following:

#### Acquired knowledge

The students will get to know important concepts and central consumer models like customer needs and wants, information processing, attitude formation, evaluative criteria, segmentation and social influence, all seen in a financial perspective.

#### Acquired skills

The students should be able to understand and to predict the consumers' behaviour in different situations, and see how this information might influence the product and the service portfolio and the resulting consequences for the company's or the organization's ability to reach its goals.

#### Reflection

The student should be able to reflect on ethical issues related to how consumer behaviour is contributing to an understanding of the customer's needs and wants.

#### Prerequisites

A basic course in marketing is required.

#### Compulsory reading

##### Books:

Schiffman, Leon G. and Leslie Lazar Kanuk. 2010. Consumer behavior. 10th ed. Boston : Pearson Prentice Hall

#### 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-making process and choice models
- Diffusion and adoption of innovations

#### Computer-based tools

No specified computer-based tools are required.

### Learning process and workload

The course objectives are to be 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 36 hours of lectures and case presentations. There might be up to three students per case group.

The case presentations are organized as follows: a three-hour working session will be arranged for each case. Each of these sessions will 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, and new solutions are discussed. In the third lesson the lecturer draws the necessary conclusions and closes the case.

A *short selection* of the slides that are to be used will be posted on It's learning **after** each day.

### Coursework requirements

To pass the course, three assignments have to be approved. These requirements consist of two assignments that are to be handed in electronically in addition to one electronic test. More details will be given in the course outline when the course starts.

Recommended workload in hours

Activity	Hours
Participation in class	36
Preparation for cases	30
Group work	20
Reading and other preparation	117
<b>Total recommended use of time</b>	<b>200</b>

### Use of hours

36 hours - Lecturing and discussion in class  
6 hours - Guidance regarding home assignments  
3 hours - Administration  
45 hours in total

### Coursework requirements

In order to take the final term paper students must receive passing marks for two assignments that are to be handed in electronically and in addition one electronic test. See learning process and workload.

### Examination

A term paper concludes the course. The term paper will be given in the beginning of the course and must be handed in at the end of the semester. It is possible to work in groups up to three (3) students.

### Examination code(s)

EXC 21121 - Term paper. Counts for 100 % of the grade in EXC 2112 Consumer Behaviour, 7,5 credits.

### Examination support materials

All support materials allowed.

Examination support materials at written examinations are specified under exam information in our web-based Student Handbook. Please note the use of calculator and dictionary.  
<http://www.bi.edu/studenthandbook/examaids>

### Re-sit examination

Re-sits are offered every term.  
Students who have not received passing marks for the two assignments and the electronic test must retake these work requirements during the next scheduled course.

Students that have not passed the term paper or who wish to improve their grade must retake the term paper in connection with the next scheduled course.

### Additional information

