



APPLIES TO ACADEMIC YEAR 2010/2011

MRK 3480 Consumer Behaviour

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 Media Management and Journalism (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

The course will give students an introduction to the subject consumer behavior on a fundamental level. Emphasis is placed on the factors that control and affect the consumer's behavior, and how the marketer can benefit from these factors. In addition, the course aims to identify circumstances surrounding the demand for goods and services, how the same goods and services used, and not least the decision-making process behind the purchase of a product or service.

Learning outcome

Acquired knowledge

After completed course, the students should be able to explain key concepts and have a basic understanding in consumer behaviour.

Acquired skills

After completed course, the students should be able to use different theories and models to understand the process that leads to a consumers option of a product, and also the process that happens after purchase and which will influence future purchase.

Reflection

After completed course students should be able to ask critical questions and reflect upon central premise and assumptions in the field of consumer behaviour.

Prerequisites

MRK 2914 Marketing, MRK 3414 marketing Management or wquivalent courses.

Compulsory reading

Books:

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

Recommended reading

Course outline

- About consumer behaviour as a field
- Segmentation and targeing approach
- The consumers decicion making and choice models
- The consumer as an individual with needs, personality and persepction
- How the consumers learn and use knowledge
- Attitude making and strategies for change in attitudes
- The consumer in their social context among friends, family, culture and social class.
- Diffusion and adoption of innovations

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

1) Understanding the Process

The course is conducted by a combination of lectures, group discussions and feedback on work requirements. Feedback on the work requirements will be provided in class for each submission.

Coursework requirements

Throughout the semester there will be two (2) compulsory and one (1) electronic multiple choice test that must be answered in "It's Learning". Both submissions and multiple-choice test will be resolved individually, and judged as either approved or disapproved. The student has the opportunity to take the multiple choice test on the new if it is not approved in the first experiment (multiple-choice test can be performed as many time you want before the deadline for conducting the test runs out). All three work requirements must be approved to sit for the exam. Further information is given in lectures and on "It's learning" in relation to the tests.

Use of hours**Coursework requirements**

To be able to take the written exam, you have three requirements to be approved. Work requirements include two pieces of electronic submissions and an online test.

Examination

A three (3) hour individual written exam concludes the course.

Examination code(s)

MRK 34801 - Written exam accounts for 100 % of the final grade in the course MRK 3480 Consumer Behavior, 7.5 ECTS.

Examination support materials

No aids for the examination.

Re-sit examination

Re-sit examination is offered every term.

Students that have not passed the coursework requirements must re-take the exercises at the next scheduled course, and must pass the three exercises.

Students that have not passed the written examination or who wish to improve their grade must re-take the examination in connection with the next scheduled examination.

Additional information