



APPLIES TO ACADEMIC YEAR 2011/2012

## MRK 2780 Consumer Behavior - MAKEUP EXAM

### Programme

Re-sit examination

### Responsible for the course

Nina Ronæs

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

Norwegian

### Introduction

### 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 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, NJ. : 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.

Students taking make-up exam and BI's distance education students may solve the assignments individually or in groups of up to 5 students.

### **Examination**

Part 1 - Compulsory assignment 1, solved in groups of 3-5 students and consists of 5-7 pages. (Students taking make-up exam and BI's distance education students may solve the assignments individually or in groups of up to 5 students.)

Part 2 - Compulsory assignment 2, solved in groups of 3-5 students and consists of 5-7 pages. (Students taking make-up exam and BI's distance education students may solve the assignments individually or in groups of up to 5 students.)

Part 3 - Three hours individual written exam.

### **Examination 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.

### **Examination support materials**

Assignment program - all aids allowed.

Written exam - no aids are permitted.

### **Re-sit examination**

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.

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 spring 2010. Re-sit exam will be offered every term up to and even spring 2012.

### **Additional information**