



APPLIES TO ACADEMIC YEAR 2011/2012

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 behaviour on a fundamental level. Emphasis is placed on the factors that control and affect the consumer's behaviour, and how the marketer can benefit from these factors. In addition, the course aims at identifying circumstances surrounding the demand for goods and services, how the same goods and services are used, and not least the decision-making process behind the purchase of a product or service.

Learning outcome

Acquired knowledge

On completion of the course, the students should be able to explain key concepts and have a basic understanding of consumer behaviour.

Acquired skills

On completion of the course, the students should be able to use different theories and models to understand the process that leads to a consumer's choice of a product, and also the process that takes place after the purchase and what will influence future purchases.

Reflection

On completion of the course students should be able to ask critical questions and reflect upon central premises 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. 2011. Consumer behaviour : a European outlook. European ed. Prentice Hall Financial Times

Recommended reading

Course outline

- About consumer behaviour as a field
- Segmentation and targeting approach
- The consumers decision making and choice models
- The consumer as an individual with needs, personality and perception
- How the consumers learn and use knowledge
- Development of attitudes and strategies for change in attitudes
- The consumers 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 group work.

Coursework requirements

Throughout the semester there will be five (5) electronic tests that must be answered in "It's Learning". All electronic tests will be resolved individually, and judged as either approved or disapproved. The student has the opportunity to take the tests on the new if it is not approved in the first experiment (the tests can be performed as many time you want before the deadline for conducting the test runs out). Three of five 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**

In order to sit for the final written exam, students have to have three of five online tests approved.

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 support materials are allowed 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