



APPLIES TO ACADEMIC YEAR 2012/2013

EXC 2112 Consumer Behaviour

Programme

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

Responsible for the course

Even Johan Lanseng

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

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., Global ed. 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 decision rules
- 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 on assignments. Assignments can be cases and/or individual tests. You will work with the cases in groups, and present the solutions in class. Typical group size is 3 students. Further instructions on cases, individual tests, deadlines, and organization of case work and presentations will be given in class.

Coursework requirements

Three assignments will be given (see over). At least two of these must be approved by lecturer to be able to take the exam (term paper).

Recommended workload in hours

Activity	Hours
Participation in class	36
Preparation for cases	30
Group work	20
Reading and other preparation	114
Total recommended use of time	200

Use of hours

36 timer- Forelesninger (plenum)

4 timer -Veiledning ifm prosjektoppgaven (term paper)

5 timer - Ansvarlig for gjennomføring og kontroll av arbeidskravene (assignments) + henvendelser fra studentene vedr. dette (utføres sentralt av kursansvarlig)

45 timer totalt

Coursework requirements

In order to take the term paper students must get approved at least two out of three assignments. 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 may be solved individually or 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 got approved the assignments 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