



APPLIES TO ACADEMIC YEAR 2013/2014

## **BIN 3013 Consumer behavior with emphasis on brand management in commodity trading**

### **Programme**

Bachelor of Management

### **Responsible for the course**

Nina Ronæs

### **Department**

Department of Marketing

### **Term**

According to study plan

### **ECTS Credits**

7,5

### **Language of instruction**

Norwegian

### **Introduction**

Consumer behavior and brand management are two central subject areas that impact more or less everyone who works in the private sector. A great deal has to do with positioning and value creation for both customers and brand owners, for whom the objective is to be the preferred provider of a product or service. As the demands of a competitive market grow in a steadily increasing number of sectors in the economy, more and more customers prefer to have a choice between alternative suppliers.

This is a foundation course that has a wide focus. Relevant topics will be: The consumer's decision making process and selection patterns. How the consumer is influenced before and after a choice is made. It is difficult to reach consumers amongst all the noise they are exposed to. A deeper understanding of consumer behavior is consequently a key condition for survival in the competitive markets of today. In addition the course will take up central areas of interest in brand management, such as being able to analyze a brand and put it in a position in the consumer's eye where he or she is conscious of it at the moment of purchase. What the brand communicates has a deciding role in the consumer's decision-making process.

The framework for understanding of this course centers around the fact that brands exist in the heads of consumers as a mental representation or as a part of a preferred provider. Consequently, this course puts key focus on the consumer.

### **Learning outcome**

#### **Cognitive Objectives**

After completing the course, participants should be able to describe central concepts of consumer behavior and will have a fundamental understanding of the subject area. Moreover, they will be able to explain and have an understanding for why brands exist in markets and what value and usefulness they have for customers and brand owners. Encompassed in this are different theories and models for understanding the processes that lead to the consumer's choice of a product, as well as those processes that come to play after the purchase and those that impact future purchases.

#### **Skills Objectives**

After completing the course, participants should be able to use different theories and models in order to understand the processes that lead to the purchaser's choice of brand, as well as those that come to play after the purchase and those that impact future purchases. In addition, participants should be able to present, use and apply theories in the area of brand management, such as brand the brand pyramid or other brand models, in order to identify the gap between a brand's real and desired position. Participants should also be in a position to propose brand strategies in order to stimulate growth for the brand by applying their skills and theories to brand development in different market contexts.

#### **Reflection**

After completing the course, participants should be able to pose critical questions to, and reflect upon, central conditions and assumptions regarding consumer behavior as a discipline. Participants should also have an

understanding of the role brands play in many markets and be able to take the consequences of their central position in many markets and that many players can be tempted to compromise ethical and moral standards in order to achieve their goals

### **Prerequisites**

### **Compulsory reading**

#### **Books:**

Samuelsen, Bendik Meling, Adrian Peretz og Lars Erling Olsen. 2010. Merkevareledelse på norsk 2.0. 2. utg. Cappelen akademisk

Thjømøe, Hans Mathias og Erik Lee Olson. 2011. Forbrukeratferd : kjøpsatferd og økonomisk psykologi i markedsføringen. 8 utg. Universitetsforlaget

### **Recommended reading**

#### **Course outline**

- Consumers' decision-making process and choice models
- The consumer as an individual with individual needs, personality and perceptions
- Creating attitudes and strategies for attitude change
- The consumer in his or her social context among friends, family, culture and social class
- Analysis of the brand – the brand chain and the brand pyramid
- Brand positioning
- Brand expansion and brand portfolios
- Brand communication

#### **Computer-based tools**

Participants will use BI's electronic learning platform - It's Learning – in order to communicate and receive documentation.

#### **Learning process and workload**

The course is carried out over 42 course hours (6 course days of 7 hours each), comprised of lectures, discussion, exercises and reflection. It is expected that students will come prepared for the lectures in accordance with the information given by the lecturer. Individual activity, teaching and the exam make up the equivalent of 200 hours.

During the course of the semester, recommended tasks will be assigned electronically on It's Learning and sent in by the participants.

#### **Examination**

48 hour individual home exam.

#### **Examination code(s)**

BIN 30131 - 48 hours home exam; accounts for 100 % to pass the course BIN 3013, 7,5 credits

#### **Examination support materials**

#### **Re-sit examination**

Re-takes are only possible at the next time a course will be held.

#### **Additional information**