



APPLIES TO ACADEMIC YEAR 2014/2015

## MRK 3480 Consumer Behaviour

### Programme

Bachelor of Arts Management (1. year), Bachelor of International Marketing (1. year), Bachelor of Marketing Management (1. year), Bachelor of PR and Market Communication (1. year), Bachelor of Retail Management (1. year), Foundation Program of 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. 2012. Consumer behaviour : a European outlook. 2nd ed. Financial Times Prentice Hall

### 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) assignments of varying art (eg: electronic tests, discussion topics and documentation of their own research, etc.). All the assignments shall be answered in It's Learning. A more detailed presentation of the assignments will be announced on Its Learning. The assignments will be resolved individually, and judged as either approved or disapproved. When it comes to the electronical tests, it can be performed as many time you want before the deadline for conducting the test runs out.

Three (3) of five (5) work requirements must be approved to sit for the exam. Further information will be given in lectures and on "It's learning" in relation to the assignments.

### 2) Recommended use of hours for students

Activity	Use of hours
Participation in class and group	40
Homework / Preparation for lectures and similar	135
Work requirements including preparation	22
Exam	3
<b>Total recommended use of hours</b>	<b>200</b>

### BI Online Courses

Your teacher will use it's learning to publish subject material, assignments and digital learning resources, and students are given the opportunity to communicate with your teacher and fellow students. Conducts intensive teaching sessions at the start of the semester and before the exam. Online students are also offered an online study guide. Study guide should be a supplement to the literature by providing reading plans, relevant assignments, references and comments on the course syllabus.

Activity	Use of hours
Participation in education (weekend collections)	8
Preparation for teaching, working with curriculum material, study guide and tasks / activities on It's Learning	167
Working with Requirements	22
Exam	3
<b>Total recommended use of hours</b>	<b>200</b>

## Use of hours

### Coursework requirements

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