



APPLIES TO ACADEMIC YEAR 2015/2016

ELE 3767 Consumer Behaviour

Programme

Elective, Exchange Program

Responsible for the course

Peter Jarnebrant

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 ability to structure and analyse 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.

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 Joseph Wisenblit. 2015. Consumer behavior. 11th ed., Global ed. Pearson

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 case assignments and presenting the case solutions in class. Typical group size is 3 students. Further instructions on assignments and presentations

will be given in class.

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 og case presentasjoner

6 timer -Veiledning ifm prosjektoppgaven (term paper)

3 timer - Kordinering av assignments/cases + henvendelser fra studentene vedr. dette

45 timer totalt

Coursework requirements

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)

ELE 37671 - Term paper, counts for 100 % of the grade in ELE 3767 Consumer Behaviour, 7,5 creditis.

Examination support materials

All support materials allowed.

Examination support materials at written examinations are explained under examination information in the student portal @BI. Please note use of calculator and dictionary. https://at.bi.no/EN/Pages/Exa_Hjelpemidler-til-eksamen.aspx

Re-sit examination

A re-sit examination is offered in connection with the next regular course.

Additional information