



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-713DE	Consumer Behavior	7.5
Prerequisites	Department	Semester
None	School of Business	Fall, Spring, Summer
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Dr. Yioula Melanthiou	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Distance Learning	N/A	None

Course Objectives:

The main objective of the course is to provide students with a detailed and thorough understanding of consumer behavior and to describe how the study of consumer behavior helps companies better serve their clients. Particular emphasis is placed on understanding how self, perception, learning and motivation contribute to consumer decision-making processes and are ultimately expressed as behavior. In particular, decision making methods are presented, ways of evaluating alternatives and products are described, and ways of purchasing and using products are described. In completing this course, students will have understood how big companies use consumer research for their own strategies, and they will in turn be able to apply these theories themselves.

Learning Outcomes:

After completion of the course students are expected to be able to:

- 1. Evaluate and predict consumer behaviour, and correspondingly describe and prescribe it using individual and environmental factors' profile of the individual consumer or segment.** Students learn the concept and role of consumer behavior in marketing, become familiar with the many individual and environmental factors affecting consumer behavior, and reversely learn how to predict behavior through knowledge of these factors.
- 2. Develop consumer behaviour analysis towards practical market segmentation and effective consequent targeting.** Students learn how to segment the market in ways more in-depth and complicated than usually taught e.g. segmentation and consequent behavioural traits depending on psychographic profile, attitudes, beliefs, feelings, generation, culture and more.
- 3. Investigate and differentiate between the 'wants' and underlying 'needs' of targeted**

customers. Students become familiar with the underlying psychological factors that define consumer behavior, their manifestation into consumer wants for goods and services and the consequence of this on marketing.

4. Critique and argue consumer behaviour knowledge within the wider marketing planning process. Students learn how to utilize their knowledge on consumer behavior towards the various marketing planning functions such as the development of the marketing mix.

5. Judge the behaviour of consumers in a fragmented fashion and in relation to the seven-step consumer decision process. Students extensively deal with the seven step consumer decision process in order to understand the various aspects of decision making involved (need recognition, information search, alternatives evaluation, purchase, consumption, post-consumption evaluation, divestment)

6. Develop consumer behaviour analysis, not only in the business context, but also in the wider social, cultural and economic ones. Students deal with the matter of consumer behavior in a manner that transcends mere business functions to view the consumer and its science in a social, economic and cultural context. Consumer behavior is in fact also provided as the means to comprehending individual behavior in modern societies and not only.

7. Investigate the changing consumer behaviour trends and patterns, both inter-culturally and diachronically, and adapt executive decision making and marketing design and practice to these changes. Students develop the ability to identify and understand changes in the pattern of consumer behaviour that result from wider macro-environmental developments, and build critical thinking abilities to adapt their marketing practice to a dynamically changing business world.

Course Content:

1. An Introduction to Consumer Behaviour
2. Individual Decision-Making
3. Perception and The Self
4. Motivation, Values and Lifestyle
5. Learning, Memory and Attitudes
6. Culture and Consumer Behaviour
7. Influences of Decision Making
8. Product Adoption process and Innovation

Learning Activities and Teaching Methods:

Lecture notes, forum discussions, case studies, academic articles, mass media articles, videos

Assessment Methods:

Assignment, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Consumer Behaviour lecture notes	Dr Yioula Melanthiou	Moodle, UNIC	2017	
Consumer Behaviour –a European Perspective (6th ed.)	Solomon, M. R., Bamossy, G., Askegaard S., Hogg,	M.K. Pearson Prentice Hall	2016	1292116722

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Consumer Behavior 2015-2016	Miller, R.K., Washington, K.D Richard K. Miller & Associates, ,	2015	eBook Collection (EBSCOhost) 2015	9781577832003
Consumer Behavior: Buying, Having, and Being, (11th Edition)	Solomon, M.R	Pearson	2014	0133451151
Consumer Behavior, 5th Edition	Wayne D. Hoyer, Deborah J. McInnis.	South-Western Cengage Learning	2010	9780547079929
Critical Thinking in Consumer Behaviour: Cases and Experiential Exercises, 2nd ed	Graham, J.F	Pearson/ Prentice Hall	2010	9780136027164
Consumer Behavior 2015-2016	Miller, R.K., Washington, K.D	Richard K. Miller & Associates	2015	eBook Collection (EBSCOhost) 2015 9781577832003
Consumer Behavior: Buying, Having, and Being, (11th Edition)	Solomon, M.R	Pearson	2014	0133451151