



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-496DL	Consumer Behavior	6
Prerequisites	Department	Semester
MKTG-291DL	Management	Fall/Spring
Type of Course	Field	Language of Instruction
Required	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Marcos Komodromos	3 rd or 4 th
Mode of Delivery	Work Placement	Co-requisites
Distance Learning	N/A	None

Course Objectives:

The main objectives of the course are to:

- Master the concept and appreciate the importance of Consumer Behaviour.
- Acquire a historical perspective on Consumer Behaviour Evolution.
- Study the Consumer Decision Processes.
- Understand the factors and forces affecting Consumer Behaviour.
- Learn to segment, analyse and comprehend consumer segments and their behaviour.
- Critically examine and evaluate consumer Needs, Beliefs, Attitudes and Intentions.

Learning Outcomes:

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

1. Analyse, interpret 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. Use 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. Apply consumer behaviour analysis towards understanding 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. Utilise 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. Analyse 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. Place and appreciate the role and importance of 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.

Course Content:

1. The process of consumer behavior - The wants and needs of different consumer segments
2. The role of consumer well-being
3. The Consumer Perception Process
4. Learning and Memory
5. Motivation and Affect
6. The Self: Mind, Gender, and Body
7. Personality, Lifestyles, and Values
8. Attitudes and Persuasive Communications
9. Decision Making
10. Buying, Using and Disposing
11. Group Influences and Social Media

Learning Activities and Teaching Methods:

Case study analysis, weekly interactive exercises, forum discussions, videos, academic journal articles, synchronous meetings (WebEx), chats, blog exercises (authors' blog for the textbook), and other formative and summative assessments.

Assessment Methods:

Project, Assessment, Participation/Attendance, Final Exam.

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Consumer Behavior: Buying, Having, and Being, 13 th Ed.	Michael R. Solomon	Prentice Hall	2020	9781292318103

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Marketing Management - Past, Present and Future, 4 th Ed.	Foundation Reading: Michael R. Czinkota, Masaaki Kotabe, Demetris Vrontis, S. M. Riad Shams	Springer	2021	978-3-030-66915-7
Link: https://ebookcentral.proquest.com/lib/nicosia/detail.action?docID=6712581				
Consumer Behaviour	Course-specific Reading: Zubin Sethna Jim Blythe	Sage Publishing	2019	9781526450012 9781526450005
Consumer Behaviour and Insights	Course-specific Reading: Diane M. Phillips, Isabelle Szmigin	Oxford University Press	2021	0190857137 9780190857134
Consumer Behavior, 11 th Ed.	Course-specific Reading: L.G. Schiffman and J. Wisenblit	Prentice Hall	2015	13: 9780132544368

Further E-books:

Title	Author(s)	Publisher	Year	ISBN
Consumer Behavior and Culture	Joao Heitor De Avila Santos	Ashland: Society Publishing	2020	
https://eds.p.ebscohost.com/eds/detail/detail?vid=10&sid=d0ccdd9b-f195-460c-a844-620b556f3904%40redis&bdata=JkF1dGhUeXBIPWlwLHNzbyZzaXRIPWVkcY1saXZI#AN=2725338&db=nlebk				
Consumer Behavior 2019-2020, 11 th Ed.	Miller, Richard K. Washington, Kelli D.	Miramar, FL: Richard K.	2019	

	Richard K. Miller & Associates	Miller & Associates		
https://eds.p.ebscohost.com/eds/detail/detail?vid=11&sid=d0ccdd9b-f195-460c-a844-620b556f3904%40redis&bdata=JkF1dGhUeXBIPWlwLHNzbyZzaXRIPWVvcy1saXZI#AN=1892735&db=nlebk				
International Consumer Behavior in the 21st Century - Impact on Marketing Strategy Development	A. Coskun Samli	Springer	2013	
http://link.springer.com/book/10.1007/978-1-4614-5125-9				
Consumer Marketing 2014-2015	Miller, R.K.; Washington, K.D.; Richard K. Miller & Assoc.	Richard K. Miller & Associates	2014	
http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=715063&site=ehost-live				