



## COURSE SYLLABUS **Consumer Behavior, 7.5 credits**

*Consumer Behavior, 7,5 högskolepoäng*

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<b>Course Code:</b> JCBR27	<b>Education Cycle:</b> Advanced level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education Feb 1, 2017	<b>Disciplinary domain:</b> Social sciences
<b>Valid From:</b> Aug 21, 2017	<b>Subject group:</b> FE1
<b>Version:</b> 1	<b>Specialised in:</b> A1N
<b>Reg number:</b> IHH 2017/904-313	<b>Main field of study:</b> Business Administration

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### **Intended Learning Outcomes (ILO)**

On completion of the course the student will be able to:

Knowledge and understanding

1. Recognize the different processes consumers experience whilst engaging in a variety of consumption contexts.
2. Discuss the factors influencing consumer consumption and disposal.
3. Explain, analyze, connect, and critically analyse the key consumer behavior concepts, principles, and theories.
4. Reason critically and independently around the mediating and moderating factors of consumption and disposal in a societal context.

Skills and abilities

5. Identify and describe consumers in context as well as identify factors which influence consumers' decisions vis-à-vis consumption and disposal.
6. Analyze the effects of group influence on consumer behaviour.
7. Use consumer behavior concepts, principles, and theories in order to analyze and explain consumption-related phenomena.
8. Explain how research and concepts in consumer behaviour can inform and be applied to broader strategic marketing issues.

Judgement and approach

9. Critically reflect upon the choice of concepts, principles and theories in marketing decisions.
10. Exhibit an understanding of the research field of consumer behavior.

### **Contents**

The Consumer Behavior course will start by contextualizing consumers in the marketplace. Once the context of consumers in the market is understood, we will move into describing the decisions consumers make as they buy and dispose of goods and how these decisions are influenced by e.g., social interaction and lifestyle. Throughout this course, consumer behavior concepts, models, theories and tools will be used to gain a deeper understanding of consumers behaviour.

Furthermore, specific analytic tools and research methods in the field will be introduced and applied to various consumer contexts.

### Type of instruction

Lectures, assignments, presentations and project.

The teaching is conducted in English.

### Prerequisites

Bachelor's degree in Business Administration (i.e the equivalent of 180 credits at an accredited university) (or the equivalent).

### Examination and grades

The course is graded A, B, C, D, E, FX or F.

The examination is based on individual written exams, project work, essays, and group presentations.

Registration of examination:

Name of the Test	Value	Grading
Examination <sup>1,3</sup>	7.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> Determines the final grade of the course, which is issued only when all course units have been passed.

<sup>3</sup> ILOs 1-4: Written exam

ILOs 5-10: Individual and group work including essays, presentation and projects

### Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

### Other information

Consumer behavior is the field within marketing that provides concepts, theories and principles that can be used to study factors that influence how, when, and why people buy, consume and dispose of goods. This course will equip students with a greater appreciation of these principles and factors and enable them to make consumer behavior driven decisions and marketing strategies.

### Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and

examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

### **Course literature**

#### Literature

A reading list of articles will be made available at the start of the course.