

**SYLLABUS OF THE COURSE
CONSUMER BEHAVIOUR
(MK325E, ECTS 5)**

The mission of ZSEM is to transfer values, knowledge, and skills that students need for long-term success in a globalized business world undergoing constant technological and market transformations

LECTURER

Lecturer:

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TIME SCHEDULE

Course Consumer Behaviour is relevant course for understanding and possibility to predict consumer opinion, feelings and behaviour which represents the most complex marketing part as well as most complex part of any kind of market. It includes cognitions about consumer or in other words - why, when and how consumer buy, use and hold off products. When the customer could be predictable, all products will be sold as it has been predicted, all ads will be efficient, economy will be efficient and marketing will be simple prediction of the future. In reality, consumers are irrational and emotional. That's why it is important to study both on theoretical and practical level, and to understand in praxis how to predict and to control consumer behaviour

lectures	30 hours (15 weeks * 2 hours)
seminars	15 hours (15 weeks * 1 hour)
total	45 hours

HOW CONSUMER BEHAVIOUR ON ZSEM-u?

GENERAL AND SPECIFIC COURSE OBJECTIVES

Course objective is to provide knowledge about facts and processes which influence consumer behaviour, to understand processes during consumer decision making process and to develop useful base for marketing strategy creation.

Course Consumer Behaviour is organized in a manner to ensure relevant knowledge in theories and methods in a field of consumer behaviour – interdisciplinary field which studies who consumers are, how do they spend their resources and how do they make decisions connected with acquisition, use and postponement of products.

	<u>General course objective</u>	<u>Specific course objective</u>
1.	Students will get relevant knowledge from the field of Consumer Behaviour. Students will be trained for market research and reporting.	First part represents an introduction to the field of Consumer Behaviour as an academic discipline and science and includes fields of consumer research and market segmentation. In the second part, there will be analysed consumer as a person as well as consumer's motivation, personality, values and lifestyle, behaviour, perception and learning processes just like processes of building up and changing a consumer 's attitudes, as well as communication components and communication processes components. Within the third part there will be analysed consumers in their social and cultural surroundings while last part explains how consumers make their final decisions. Students will be obliged to do market research using both qualitative and quantitative methodology, to analyse results and to write the report with suggestions how those results can be used.
2.	Students will be effective communicators; they will gain good communication and presentation skills (oral and written).	Students will write group seminar work. They will present their group seminar work during class. They will be evaluated based on seminar work content and presentation content. Students will be give feedback information after every presentation.
3.	Students will be introduced to the most important elements of the macroeconomic marketing environment which have crucial influence on consumer behaviour.	Students will have adaptation skills necessary for business in global environment in a way that they will identify during lectures and within preliminary exams following questions: 1) key cultural differences connected with consumer behaviour; Special accent will be placed on cultural differences in consumer behaviour as well as on possibility to use knowledge from this field in different cross-cultural context. This is how we aim to train students to be able to understand differences in consumer behaviour important for successful managing in global environment. 2) economic factors which define consumer behaviour; and 3) technological factors and influence of Internet development on consumer behaviour and companies behaviour. They will give suggestions for marketing adaptation possibility connected with all mentioned factors.
4.	Students will have developed system of values where ethics and social responsibility in work are extremely important.	Students will during lectures and communication about those themes as well as in questions in preliminary exams identify ethical questions connected with consumer studying and ethics of consumer behaviour influencing.

LITERATURE

Mandatory literature:

Schiffman, L.G., & Kanuk, L.L. (2006). *Consumer Behaviour*, Prentice-Hall

Li, C., & I Bernoff, J. (2008) *Groundswell*, Harvard Business Press

Optional literature:

Solomon, M., Bamossy, G., Askegaard S. & Hogg M. (2006) *Consumer Behaviour. A European Perspective*, 3rd revised edition, London: Prentice-Hall.