



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Consumer Behavior	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: assoc. prof. dr. Karina Adomavičiūtė – Sakalauskė Other(s):	Faculty of Economics and Business Administration Sauletekio ave. 9, II building, LT 10222 Vilnius

Study cycle	Type of the course unit (module)
First	Compulsory / optional

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Classroom, mixed learning	Spring semester	English

Requirements for students	
Prerequisites: none	Additional requirements (if any): none

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed		
<p>The aim of the subject: to introduce students the major consumer behaviour theories and importance of their application in marketing practice. Managerial understanding about internal and external consumer behaviour factors that affect consumer decisions from problem arousal to product usage and assessment will be necessary for successful managerial practice. Also, knowledge and skills necessary for the implementation of unsophisticated consumer behaviour research are provided. Holistic understanding of consumer behaviour is expected after the course.</p> <p>Competences developed:</p> <ol style="list-style-type: none"> 1. To search for information about consumer behaviour, as important part of business environment, in various countries, and be able to compare the data. 2. Analyse consumer behaviour differences in various countries and global consumer behaviour trends. 3. Name consumer behaviour principles and be able to analyse consumer behaviour using unsophisticated marketing research tools. 4. Be able to create methodology and gather data for unsophisticated surveys. 5. Understand reasons and opportunities of standardising or adapting marketing mix for foreign countries. 		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Students will be able to identify external and internal factors of consumer behaviour for the particular situation and select marketing tools to affect them (if possible) aiming for the favourable outcome for company or brand.	Lecturing, study of additional literature, case analysis, individual and teamwork, group presentation.	Test with close-ended questions. A group assignment consisting of theory application, field research and practical recommendations in various areas of consumer behavior (thesis and presentation).
Students will be able to analyse consumer decision process and select particular marketing means in order change decision toward the favourable outcome for company or brand.		

Students will be able to identify, monitor and analyse global and local consumer behaviour trends and forecast their impact on marketing.		Analysis of given case studies (presentation).
Students will be able to select proper advertising tactics for the particular product category.		
Students will be able to analyse particular aspects of consumer behaviour by selecting appropriate research instrument and analysis methods.		
Students will be able to present theory and survey results for the audience and discuss their impact on marketing practice.		

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	Contact hours	Self-study hours	Assignments
1. Introductory lecture. Consumers and the marketplace. Context of understanding consumers. Constructs.	2						2	8	Students are explained how seminars will be integrated with lectures and additional material. Student teams are formed, and primary assignments are formulated. Chapters 1-2. Solomon M. R. (2017). Consumer Behavior: Buying, Having, and Being. Additional information provided by the lecturer.
2. Culture and culture change (I)	4		2				6	8	Chapters 13-14. Solomon M. R. (2017). Consumer Behavior: Buying, Having, and Being. Additional information provided by the lecturer. Case study analysis.
3. Culture and culture change (II). Social class.	2						2	6	Chapters 12-14. Solomon M. R. (2017). Consumer Behavior: Buying, Having, and Being. Additional information provided by the lecturer. Preparation of the group assignment.

4. Reference group influence	2		2				4	6	Chapter 11. Solomon M. R. (2017). Consumer Behavior: Buying, Having, and Being. Additional information provided by the lecturer. Preparation of the group assignment.
5. Family influence	2		1				3	6	Chapter 13. Solomon M. R. (2017). Consumer Behavior: Buying, Having, and Being. Additional information provided by the lecturer. Preparation of the group assignment.
6. Self-perception and personality	2		2				4	8	Chapters 6-7. Solomon M. R. (2017). Consumer Behavior: Buying, Having, and Being. Additional information provided by the lecturer. Preparation of the group assignment.
7. Motivation	2		1				3	6	Chapter 5. Solomon M. R. (2017). Consumer Behavior: Buying, Having, and Being. Additional information provided by the lecturer. Preparation of the group assignment.
8. Perception and interpretation	2		1				3	5	Chapter 3. Solomon M. R. (2017). Consumer Behavior: Buying, Having, and Being. Additional information provided by the lecturer. Preparation of the group assignment. Case study analysis.
9. Learning and memory	2		1				3	5	Chapter 4. Solomon M. R. (2017). Consumer Behavior: Buying, Having, and Being. Additional information provided by the lecturer.

									Preparation of the group assignment.
10. Attitudes and persuasion	4		2				6	6	Chapter 8. Solomon M. R. (2017). Consumer Behavior: Buying, Having, and Being. Additional information provided by the lecturer. Preparation of the group assignment.
11. Individual decision making	2		2				4	5	Chapters 9-10. Solomon M. R. (2017). Consumer Behavior: Buying, Having, and Being. Additional information provided by the lecturer. Preparation of the group assignment.
12. Family decision making	2						2	5	Chapter 9. Solomon M. R. (2017). Consumer Behavior: Buying, Having, and Being. Additional information provided by the lecturer. Preparation of the group assignment.
13. Advertising and its effect on consumer behavior	2						2	4	Additional information provided by the lecturer. Preparation of the group assignment.
14. Trends in consumer behavior	2		2				4	4	Additional information provided by the lecturer. Preparation of the group assignment.
Total	32		16				48	82	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Test I	20	During the semester	The test is composed of 15 close-ended questions that refer to topics No 1-5. The correct answer to a question – 1 point, incorrect answer – 0 points. The final grade for the test is the sum of collected points. The test is written during a lecture on the given week. Students who fail to report the test on time for important reasons, under the agreement, can hold it later.
Case study analysis	15	During the semester	Students in a group of 3 will have to analyze given specific case studies, determine what problems exist and develop the best possible strategy to achieve the desired outcomes. During the semester two cases studies will be provided: each weight – 7,5 % of the final grade. Students will have to prepare Power Point presentation and create an active discussion with other

			participants of the course. All three group members will be evaluated equally.
Group assignment	35	During the semester	<p>Students in a group of 3 will have to write assignments. The assignment consists of theory application, field research and practical recommendations in various areas of consumer behavior. The paper will be examined on the basis of depth of insight, originality, theoretical background and presentation fluency. Each paper has to contain:</p> <ul style="list-style-type: none"> a) Theoretical part. It is a reflection of aspect under discussion in scholarly articles. The teacher will give “major” article as a starting point of reading, however, inclusion of additional 3-4 scholarly sources is highly recommended. b) Research part. Students have to make a replication of survey according to the analysed scientific articles and describe the results. c) Implications of survey findings (how managers could benefit from the knowledge obtained). <p>The group assignment is evaluated on a 10-point scale. Evaluation criteria:</p> <p>10 (excellent) - detailed analysis of the topic, clear research methodology, research results are properly interpreted and presented, influence on marketing strategies interpreted in detail, smooth presentation, correct answers presented to given questions.</p> <p>9 (very good) - detailed analysis of the topic and clear research methodology with only minor inaccuracies, research results are interpreted and presented properly and with only minor inaccuracies, the impact on marketing strategies is interpreted quite smoothly, the presentation of the work is fairly smooth, most answers to the given questions are correct.</p> <p>8 (good) - small insignificant shortcomings in the analysis of the topic and research methodology, small insignificant shortcomings in interpreting and presenting the research results, the influence on marketing strategies is interpreted quite smoothly, the presentation of the work is smooth enough, the most important questions are answered correctly.</p> <p>7 (average) - the main issues revealed in the analysis of the topic and research methodology, but their analysis is not deep, the research results are interpreted and presented with shortcomings, the impact on marketing strategies is interpreted shallowly, the presentation has shortcomings, not all the most important questions are answered.</p> <p>6 (satisfactory) - not all main issues are revealed in the analysis of the topic and research methodology, their analysis is shallow, research results are interpreted and presented with significant shortcomings, the impact on marketing strategies is interpreted shallowly, the presentation has significant shortcomings, only some of the most important questions are answered.</p> <p>5 (weak) - some main questions are minimally revealed in the analysis of the topic and research methodology, the research results are interpreted and presented with significant shortcomings, the impact on marketing strategies is interpreted minimally, the presentation has significant shortcomings, many given questions remain unanswered.</p> <p>4, 3, 2, 1 (unsatisfactory) - the main issues in the analysis of the topic and research methodology are not or less than minimally revealed, the research results are not even</p>

			<p>minimally interpreted and presented, the influence on marketing strategies is interpreted less than minimally, the presentation has significant shortcomings, most given questions are not answered.</p> <p>The electronic version of the assignment should be uploaded to emokymai.vu.lt system or sent to the teacher before the given date. Each paper should be presented by a student group on the estimated date. All three group members will be evaluated equally.</p>
Test II	30	During the exam session	Test is composed of 20 close-ended questions that refer to the topics No 6-14. The correct answer to a question – 1 point, incorrect answer – 0 points. The final grade for the test is the sum of collected points. Test is written during the exam session.

The final assessment of a student's knowledge is the sum of test I, group assignment, case study analysis and test II evaluations. A 10-point scale is used for evaluation:

90-100% or 10 (excellent)

80-90% or 9 (very good)

70-80% or 8 (good)

60-70% or 7 (average)

50-60% or 6 (satisfactory)

45-50% or 5 (weak)

Less than 45 percent (unsatisfactory) when the minimum requirements are not met: 4, 3, 2, 1.

Important note! Retake examination as an external student is allowed at this course. In this case, the final assessment consists of the evaluation of 2 tests (20% + 30% of the final grade) and group assignment (50% of the final grade).

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Solomon M. R.	2017	Consumer Behavior: Buying, Having, and Being	12th edition	Prentice Hall (Pearson Education)
Optional reading				
Solomon M. R., Bamossy G. J., Askegaard S., Hogg M. K.	2016	Consumer behaviour: a European perspective	6th edition	Harlow, England: Pearson
Zubin Sethna, Jim Blythe	2016	Consumer Behaviour	3rd edition	SAGE Publications Ltd, England
Constantinos Pantidos	2018	Living Brands: How Biology & Neuroscience Shape Consumer Behaviour & Brand Desirability	-	LID Publishing, England
Other various sources (articles, chapters, cases, reports, etc.) uploaded into emokymai.vu.lt.				