

Course title		Consumer Behaviour						ECTS code		04.7.EM.SL.1070	
								ECTS credits		2	
Name of unit administrating study		OTHER		Field of study		MSG**		Field of specialisation		IB;	
Teaching staff		Anna Maria Nikodemska-Wołowik, Associate Professor									
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności							Year&Type of studies*		2 SS1,		
Hours with the participation of the academic teacher (including office hours, exams, others):						48	Semester:		4,		
Hours without the participation of the academic teacher (student's self-study, homeworks):						2	Type of course:		obligatory		
Total number of hours:						50	Language of instruction:		English		
Teaching form		in-class learning									
Teaching methods		Lectures including multimodal presentations, Collaborating, group activities, Case studies, Discussion, questioning, Activating methods in training classes,									
Prerequisites (required courses and introductory requirements)											
Required courses		International Marketing									
Introductory requirements		Some key areas that must be familiar - elements of marketing, marketing strategy and research									
Assessment method, forms and criteria											
Assessment method		Course completion (graded)									
Assessment criteria		The test consists of circa 15 closed questions (single-choice test) which touch crucial issues in buyer behaviour. The grading scale is consistent with study regulations.									
Course objectives											
Students will be prepared to understand the determinants of consumer behaviour and the rules of purchasing process.											
Learning outcomes											
Knowledge	MSG1_W07	Student knows and understands the fundamental dilemmas of contemporary humans, including the strategy of sustainable development and conscious consumption.									
	MSG1_W09	Student has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity;									
	MSG1_W11	Students has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those focused on individual buying behaviour).									
Verification of learning outcomes - Knowledge											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
	MSG1_W07							X	X		
	MSG1_W09	X						X	X		
	MSG1_W11	X						X	X		
Skills	MSG1_U01	Student can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, international economic relations, as regards consumer behaviour.									
	MSG1_U09	can communicate in an international and culturally diverse environment, using the terminology of international economic relations, particularly in the context of buying									

		behaviour.
	MSG1_U10	Students can take an active part in a debate, presenting his/her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data.

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U01	X							X	X		
MSG1_U09	X							X	X		
MSG1_U10								X	X		

Attitudes	MSG1_K04	Student is ready to think and act in a practical manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence.
	MSG1_K05	Student correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession.
	MSG1_K06	Student is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer.

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K04								X	X		
MSG1_K05	X							X	X		
MSG1_K06								X	X		

Course contents

- Polish Consumers. Typology and segmentation
- Internal influences of consumer behaviour
- External influences of consumer behaviour
- Consumer decision making process
- Determinants of consumer decision
- Types of perceived risk and cognitive dissonance
- The role of brands and branding - a consumer's perspective
- Building consumers relations with brands
- Theory of qualitative marketing research
- Qualitative marketing research. Implementation and approaches
- Tools of qualitative marketing research. Methods, techniques, instruments
- Contemporary trends in consumer behaviour on developed markets
- Contemporary trends in consumer behaviour on emerging markets
- Changes in consumer behaviour influenced by the COVID-19 pandemic.
- Ethical and legislative aspects of market activities addressed to consumers

Recommended reading lists
Basic literature

- Foxall G., *Advanced Introduction to Consumer Behavior Analysis*, Edward Elgar Publishing, Cheltenham 2017.
- Nikodemska-Wołowik, A. M., Wach, D., Andruszkiewicz, K., & Otukoya, A. (2021). *Conscious shopping of middle-class consumers during the pandemic: Exploratory study in Mexico, Nigeria, Poland, and Sri Lanka*. *International Journal of Management and Economics*, 57(3), 209-219.
- Solomon, M., *Consumer Behavior: Buying, Having, and Being*, Pearson, Boston 2017.



Complementary literature

1. Hackett P.M.W. (ed.), *Qualitative Research Methods in Consumer Psychology: Ethnography and Culture*, Routledge, Taylor&Francis, New York 2016.
2. Nikodemska-Wolowik A.M., F. Cumberland, H. Stubbe Solgaard, *The Effects of Consumer Ethnocentrism and Country of Origin on Polish Consumers' Evaluation of Foreign Manufactured Products*, "Journal of East-West Business", Volume 16, no. 3/2010.
3. Nikodemska-Wolowik, A.M., Zientara, P. and Zamojska, A. (2021), "A family-enterprise collective certification trademark: consumer insight", *Journal of Family Business Management*, Vol. 11 No. 2, pp. 185-199.

Contact

anna.nikodemska-wolowik@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations