

Course title		Consumer Behaviour						ECTS code		04.7.EM.SL.1070		
								ECTS credits		2		
Name of unit administrating study		IHZ		Field of study		MSG**		Field of specialisation		IB;		
Teaching staff		Anna Maria Nikodemaska-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):							Semester:		4,			
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:		obligatory			
Total number of hours:							0		Language of instruction:		English	
Teaching form		in-class learning										
Teaching methods		Lectures including multimodal presentations, Collaborating, group activities, Case studies,										
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 5-6 basic questions 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_W01	Students have got the knowledge on a human being behaviour as an individual buying consumer goods.										
	MSG1_W02	Students have got the knowledge on a human being behaviour as an individual buying consumer goods.										
	MSG1_W04	Students have got the knowledge on a human being behaviour as an individual buying consumer goods.										
	MSG1_W07	In the international dimension students know ethical, legal and organizational norms and rules, that put the relationships between a consumer and a supply side in order.										
	MSG1_W09	In the international dimension students know ethical, legal and organizational norms and rules, that put the relationships between a consumer and a supply side in order.										
	MSG1_W13	In the international dimension students know ethical, legal and organizational norms and rules, that put the relationships between a consumer and a supply side in order.										
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_W01			X						X			
MSG1_W02			X						X			
MSG1_W04			X						X			
MSG1_W07			X						X			

MSG1_W09			X						X		
MSG1_W13			X						X		
Skills	MSG1_U02	Students have got skills to transfer their theoretical knowledge to practical activities referring to buyers behaviour analysis in the international environment.									
	MSG1_U03	Students can identify determinants of consumer behaviour in the EU countries.									
	MSG1_U06	They are able to formulate some strategic recommendations for economic organizations based on the findings of market research focused on tendencies in buyers behaviour in the international dimension.									
	MSG1_U08	They are able to formulate some strategic recommendations for economic organizations based on the findings of market research focused on tendencies in buyers behaviour in the international dimension.									
	MSG1_U13	They are able to formulate some strategic recommendations for economic organizations based on the findings of market research focused on tendencies in buyers behaviour in the international dimension.									
	MSG1_U15	Students can create multimedia presentations of a problem justifying their statements and verifying their theses.									

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_U02			X					X			
MSG1_U03			X					X			
MSG1_U06			X					X			
MSG1_U08			X					X			
MSG1_U13			X					X			
MSG1_U15								X	X		

Attitudes	MSG1_K04	Students are aware of the observance of ethical principles in relations with consumers, being critical towards dishonest market practices that tend to manipulate consumers' decisions.									
	MSG1_K05	Functioning in the international environment, students are aware of the necessity of respecting cultural differences in relations with a buyer.									
	MSG1_K07	Students judge the supply side of the market from a CSR perspective.									

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		
MSG1_K07			X						X		

Course contents

1. Polish Consumers. Typology and segmentation
2. Internal influences of consumer behaviour
3. External influences of consumer behaviour
4. Consumer decision making process
5. Determinants of consumer decision
6. Types of perceived risk and cognitive dissonance
7. The role of brands and branding - a consumer's perspective
8. Building consumers relations with brands
9. Theory of qualitative marketing research

10. Qualitative marketing research. Implementation and approaches
11. Tools of qualitative marketing research. Methods, techniques, instruments
12. Contemporary trends in consumer behaviour on developed markets
13. Contemporary trends in consumer behaviour on emerging markets
14. Changes in consumer behaviour influenced by the recession
15. Ethical and legislative aspects of market activities addressed to consumers

Recommended reading lists

Basic literature

1. Foxall G., *Advanced Introduction to Consumer Behavior Analysis*, Edward Elgar Publishing, Cheltenham 2017.
2. Nikodemska-Wołowik A.M. (ed.), *Poles opinion on Family Businesses 2015. The end of a business shark stereotype*, FFR, Poznań 2015.
3. Solomon M. R. et al., *Consumer Behaviour: A European Perspective*, 4th edition, Prentice Hall Europe 2010.

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-Wołowik 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-Wołowik A.M. (editor), *Polish and Swedish SME's Towards CSR Challenges*, /co-authors/: G. Baran, N. Ćwik, M. Dalberg, J. Dymowski, M. Grzybek, A. Karpfors, M. Michałowska, M. Probosz, M. Przybysz/, Forum Odpowiedzialnego Biznesu - Agencja Rozwoju Pomorza S.A. - IUC Kalmar Lan, Warszawa 2011.

Contact

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