

Course title	How to build relations with consumers in the 21st century						ECTS code	14.3.EE.FL.3411				
							ECTS credits	1				
							max. students	35				
Name of unit administrating study	OTHER	Field of study	Economics			Field of specialisation	NONE;					
Teaching staff	Anna Maria Nikodemka-Wołowik, Associate Professor											
Number of hours												
Lectures	10	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SDang,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	6,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	blended learning MS Teams platform											
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities, Case studies,											
Prerequisites (required courses and introductory requirements)												
Required courses	fundamentals of marketing, fundamentals of marketing research											
Introductory requirements	knowledge on fundamentals of consumers behaviour, skills in usage of basic marketing communication tools, familiar with basic rules in business ethics, skills in teamwork											
Assessment method, forms and criteria												
Assessment method	Exam											
Assessment criteria	A concept of chosen relations-building methods for a real or a fictitious target market is evaluated. There is a possibility to prepare the presentation in a group of Doctoral Students (as a teamwork), with a max. number of 3 participants. Each concept is presented by the authors on the screen during the last meeting.											
Course objectives												
The aim of the 12hr course is to deepen the Doctoral Students' knowledge in the field of market as well as personal determinants of consumer behaviour in the contemporary turbulent socio-economic environment.												
Learning outcomes												
Knowledge	E3_W01	Students have got the knowledge on a human being behaviour as an individual buying consumer goods.										
	E3_W11	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	
E3_W01								X	X			
E3_W11							X	X	X			
Skills	E3_U02	Students have got skills to transfer their theoretical knowledge to practical activities referring to buyers behaviour analysis in the international environment.										
	E3_U11	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.										

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
E3_U02								X	X		
E3_U11						X		X	X		
Attitudes	E3_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.									
	E3_K05	Functioning in the international environment, students are aware of the necessity of respecting cultural differences in relations with a buyer.									
	E3_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
E3_K04							X	X	X		
E3_K05								X	X		
E3_K07								X	X		

Course contents

Whom is your consumer: buyer, user, decision-maker, etc.?

Trends in consumer behaviour in the 21st century.

The factors responsible for consumer behaviour (inter alia: psychological determinants, situational context).

Consumer decision making process (phases, types of decisions, cognitive dissonance theory. perceived risks).

Shaping relations: consumers and brands.

Where to search for information about contemporary consumers? The role of secondary and primary data.

The tools of consumer research.

Neurology and neuropsychology in consumer research.

Changes in consumer habits influenced by the COVID-19 pandemic.

Recommended reading lists
Basic literature

1. Foxall G., *Advanced Introduction to Consumer Behavior Analysis*, Edward Elgar Publishing, Cheltenham 2017.
2. Kahneman D., *Thinking, Fast and Slow*, Macmillan, New York 2011.
3. 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.

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. Pradeep A.K., The Buying Brain: Secrets for Selling to the Subconscious Mind, J. Wiley & Sons, New Jersey 2010.

Contact

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

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations