

NAME OF THE COURSE		CONSUMER BEHAVIOR				
Code	EUB208	Year of study	3rd			
Course teacher	Ivana Kursan Milaković, PhD, Assistant professor Mirela Mihić, Full tenure professor Dario Miočević, Associate professor	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Obligatory/Elective	Percentage of application of e-learning	20%			
COURSE DESCRIPTION						
Course objectives	The main goal of this course is to provide the students with: (1) introduction and acquiring of different theoretical concepts and insights useful for understanding the consumer behavior as well as identification of the factors that influence consumer behavior; (2) application of theoretical knowledge in creating the appropriate marketing strategies with a goal of adjusting them to the consumers while influencing their behavior.					
Course enrolment requirements and entry competences required for the course	Regulated by The Statute of Faculty of Economics, University of Split, as well as the Study Regulations. Knowledge of basic Microsoft Office programs.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Main learning outcome: 1. Analyze the concepts and insights regarding the consumer behavior with a purpose of creating the marketing stimuli and strategies in order to influence the consumer's attitudes and behavior. Individual learning outcomes: 1. Identify the segmentation variables on the individual market with a purpose of extracting the market segments; 2. Analyze social and/or psychological factors that determine the consumer behavior and marketing implications of such influences; 3. Analyze personal factors that determine consumer behavior, as well as the marketing implications of such influences; 4. Estimate consumer behavior in certain decision making phases and the influence on the marketer's behavior.					
Course content broken down in detail by weekly class schedule (syllabus)						
	Lectures	Hours	Exercises			Hours
	An Introduction to Consumer Behavior: What is Consumer Behavior? What is the Importance of Understanding Consumer Behavior?	2	Consumer behavior introduction: Factors influencing consumer behavior and buying decision process. Practical assignments and discussion.			2
	Market Segmentation: Basis, Criteria and Strategies for Effective Segmentation.	2	Market segmentation: criteria and strategies for the successful segmentation. Practical assignments and discussion.			2
	Cultural Influences and Consumer Behavior: Culture and subcultures.	2	Cultural influences and consumer behavior: culture and subculture. Practical assignments and discussion.			2

	Social Influences and Consumer Behavior (I): Socialization, (II): Social Class.	2	Social Influences and Consumer Behavior (I, II): Socialization and Social class. Practical assignments and discussion.	2
	Social Influences and Consumer Behavior (III): Reference Groups and Family Influences.	2	Social factors and consumer behavior (III): Reference groups. Family influence. Practical assignments and discussion.	2
	Social Influences and Consumer Behavior (IV): Situational Influences.	2	Social factors and consumer behavior (IV): Situational factors. Practical assignments and discussion.	2
	Individual and Psychological Influences and Consumer Behavior (I): Motives and Motivation	2	Individual factors and consumer behavior (I): Motives and motivation. Practical assignments and discussion.	2
	Individual and Psychological Influences and Consumer Behavior (II): Perception.	2	Individual factors and consumer behavior (II): Perception. Practical assignments and discussion.	2
	Individual and Psychological Influences and Consumer Behavior (III): Attitudes and Beliefs. Personality, Values and Lifestyle.	2	Individual factors and consumer behavior (III): Attitudes, personality, values and life-style. Practical assignments and discussion.	2
	Psychological Influences and Consumer Behavior: Learning Processes. Communication within groups and opinion leadership.	2	Psychological factors and consumer behavior. Learning process. Group communication and personal influence. Practical assignments and discussion.	2
	The Decision Making Process (I): Problem Recognition. Information Search. Alternative Evaluation. The Decision Making Process (II): Selection and Decision making - Purchase. Post-purchase Processes.	2	Buying decision making process (I): Problem recognition. Information search. Alternative evaluation. Buying decision making process (II): Buying decision making. Post-purchase behavior. Practical assignments and discussion.	2
	Other Areas of Consumer Behavior (I): Diffusion of Innovations.	2	Practical assignments and discussion. Project presentations	2
	Other Areas of Consumer Behavior (II) Consumerism.	2	Practical assignments and discussion. Project presentations	2
Format of instruction				
<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> on line in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)		

Student responsibilities	In order to acquire the course signature students are required to actively participate in classes and to make three individual assignments. Active participation includes 70% of class attendance (lectures and exercises) for full-time students and 35% of class attendance for part-time students.					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	1.4	Research		Practical/evaluation assignments	0.4
	Experimental work		Report		(Other)	
	Essay		Seminar essay		(Other)	
	Tests	1.8	Oral exam		(Other)	
	Written exam	1.8*	Project	1.4	(Other)	
Grading and evaluating student work in class and at the final exam	<p>The exam consists of the written part and group project including its presentation. The number of students in a group is determined by a professor. Project consists of more parts and is being developed continuously during the semester. Some project parts will be presented during the exercises.</p> <p>During the semester there will be two preliminary exams (tests). The requirement for taking the second preliminary exam is positively graded first preliminary exam.</p> <p>The exam is considered to be passed if the student:</p> <ul style="list-style-type: none"> - achieved the sufficient grade from the written exam(s) (minimally 50% per each preliminary exam) - actively participated in assignments, discussions and presentations - developed the project at the end of the semester that was positively graded. <p>The total grade will be based on the I. and II. preliminary exam grades as well as on project grade in a ratio of 30%:30%:40%.</p> <p>Grading system (%) for the written exams is the following:</p> <p>0-49 insufficient (1) 50-65 sufficient (2) 66-75 good (3) 76-85 very good (4) 86-100 excellent (5)</p> <p>* Students who pass both preliminary exams (tests) do not need to take the final written exam. If the students do not pass the tests they need to take the final written exam. Students who are not satisfied with the final course grade can take the oral exam.</p>					
Required literature (available in the library and via other media)	Title			Number of copies in the library		Availability via other media
	Schiffman, L. G., Kanuk, L.L.: <i>Consumer Behavior</i> , Pearson/Prentice Hall Upper Saddle River, New Jersey, 2004.			1		yes
	Schiffman, L. G., Kanuk, L. L., Hansen, H. <i>Consumer Behaviour: A European outlook</i> , 2nd edition, Prentice Hall, 2012.					yes
	Materials/excerpts provided during the class					yes

Optional literature (at the time of submission of study programme proposal)	<p>Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K.: <i>Consumer Behaviour: A European perspective</i>, 3rd ed., Prentice Hall, 2006.</p> <p>Hoyer, W.D., MacInnis, D.J., Pieters, R.: <i>Consumer Behavior</i>, South-Western Cengage Learning, Australia, 6th. ed., 2013.</p> <p>Neal, C. M., Quester, P.: <i>Consumer behaviour: Implications for marketing strategy</i>, McGraw-Hill, 2007.</p> <p>Kursan Milaković, I. (2021). Purchase experience during the COVID-19 pandemic and social cognitive theory: The relevance of consumer vulnerability, resilience, and adaptability for purchase satisfaction and repurchase. <i>International Journal of Consumer Studies</i>, doi:10.1111/ijcs.12672</p> <p>Mihić, M., Anić, I.D., Kursan Milaković, I. (2018). Time spent shopping and consumer clothing purchasing behaviour, <i>Economic Review</i>, 69.</p> <p>Anić, I.D., Mihić, M., Kursan Milaković, I. (2018). Antecedents and outcomes of fashion innovativeness in retailing, <i>Service Industries Journal</i>, Vol. 38, No. 9-10.</p> <p><i>Other sources:</i> Journal of Consumer behavior (https://onlinelibrary.wiley.com/journal/14791838) Journal of International Consumer Marketing (https://www.tandfonline.com/toc/wicm20/19/3) International Journal of Consumer Studies (https://onlinelibrary.wiley.com/journal/14706431) Thematic videos and/or ads from YouTube.com, TED (https://www.ted.com/) Case studies and assignments developed/prepared by professor</p>
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> • Evaluation of student obligations' fulfillment (course teacher) • Teaching supervision (vice dean for education) • Studying successfulness analysis across all courses (vice dean for education) • Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement center) • Exam, conducted by the course teacher, covering all course learning outcomes. Exam content is periodically assessed for the purpose of the learning outcomes adequacy review (vice dean for education)
Other (as the proposer wishes to add)	