



## Course syllabus

School of Business and Economics  
Department of Marketing

1FE121 Konsumentbeteende för inrednings och  
butikskommunikatörer, 7,5 högskolepoäng  
Consumer Behaviour for Interior Decorators & Visual  
Merchandisers, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved by School of Business and Economics 2013-12-10  
The course syllabus is valid from autumn semester 2014

### **Prerequisites**

30 credits from the programme in Interior Decoration and Visual Merchandising,  
including basic courses in marketing 7.5 credits or the equivalent.

## Objectives

After completing the course, the student is expected to be able to:

- describe factors that are significant in explaining consumption patterns on today's markets
- apply the above knowledge in order to deduce and explain factors that are appealing in individual consumer situations
- describe and explain consumers' behaviour and factors that influence this, as grounds for enterprise
- evaluate consumers' behaviour: search for, gather, assess and critically interpret information about consumers' behaviour
- identify, define and formulate a problem with respect to consumer behaviour, and propose solutions based on scientific, economic, social and ethical aspects
- identify skills and knowledge requirements on the background of consumer behaviour in a global context

## Content

The course comprises the following elements:

- consumption, identity and the self

- perception and consumption
- learning, memory, and consumption
- motivation and value
- attitude and consumption
- groups and consumption
- consumers' decision-making
- culture and consumption patterns

## Type of Instruction

Problem-based learning, primarily through work with case studies / papers in seminar form. Active participation is required at seminars, where case studies are presented and discussed. Participation in assignments and seminars is obligatory, as is the preparatory work for these. Obligatory parts are stated in the schedule. The course literature is introduced in lectures and will be subject to written examination.

## Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Examination on the course will take the form of written exams, submission of solutions to case studies (whether completed individually or in a group), and written exercises. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr ELNU 2011/160".

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

## Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

## Required Reading and Additional Study Material

### **Required reading**

Solomon, M. R., Bamossy, G. & Askegaard, S. *Consumer Behaviour, A European Perspective*. Prentice Hall. Latest edition. 728 pages.

Scientific articles. About 200 pages.