



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

1FE615 Consumers and Shopping in the Experience Economy, 7,5
högskolepoäng

Consumers and Shopping in the Experience Economy, 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 the Board of the School of Business and Economics 2009-05-05

The course syllabus is valid from spring semester 2010

Prerequisites

Special eligibility: Business Studies 30 ECTS or the equivalent.

Expected learning outcomes

After completing this course the student should be able to:

- Understand and explain consumer decision processes
- Understand and describe psychological processes that influence consumers
- Describe and reflect upon the shopping experience
- Describe different aspects of shopping in the experience economy
- Understand and explain how knowledge of consumers influence marketing strategies.
- Describe and reflect upon consumer behaviour from a gender-perspective
- Understand, discuss and plan different qualitative consumer research techniques
- Apply consumer behaviour theory to solve different cases

Content

The course is based on research findings within the subject area in relation to the context of social sciences.

- The experience economy and its relevance for consumer behaviour and shopping
- Learning, Motivation, Attitudes and the Self
- Consumers as decision makers.

- Shopping behaviour
- Reference groups and opinion leadership
- Ethnographic methods in consumer research
- Postmodern perspectives on consumer behaviour

Type of Instruction

The course consists of lectures, guest lectures, case-based seminars and a consumer research project. Guest lectures and seminars are compulsory. The course is run in English and uses teaching material in English.

Examination

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

Assessment of the student's attainments is carried out through a written final exam, a completed consumer research project and by submission of individual solutions to case studies discussed at the seminars.

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.

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Required Text Book

Solomon, Michael, Bamossy, Gary, Askegaard, Soren & Hogg, Margareth K (2009), Consumer Behaviour – A European Perspective (4th edition). Prentice Hall, New Jersey. ISBN 9780273717263

Underhill, Paco (2008), Why We Buy: The Science of Shopping, Simon & Schuster, ISBN: 9781416595243

Additional teaching material

The Consumer Behaviour Companion Website
Different articles, music-videos, advertisements and other aids distributed in class.

Suggested Readings

Zaltman, G., (2003). How Consumers Think Essential Insights into the Mind of the Market. Boston Massachusetts: Harvard Business School Press.

Vass, J. (1998). Soft Selling in a Hard World: Plain Talk on the Art of Persuasion. Telluride Colorado: The Vass Company.