



## 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

Revised 2011-03-04. Expected learning outcomes, Examination

The course syllabus is valid from spring semester 2011

**Prerequisites**

Business Administration 30 credits 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 different aspects of shopping in the experience economy
- understand and explain how knowledge of consumers influences marketing strategy
- apply consumer behaviour theory to solve consumer marketing oriented cases and problems.

### Content

- The experience economy and its relevance for consumer behaviour and shopping
- Consumer perception and motivation
- Consumers as decision makers
- Shopping behaviour
- Group influence and opinion leadership

- Culture and lifestyles
- Consumer behaviour from a gender perspective

## Type of Instruction

The course consists of lectures, case studies, seminars and a field study. Active student participation is required in seminars, where assignments are worked out and presented. Participation in exercises and seminars is obligatory, as is preparation for these. The language of tuition is English.

## Examination

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

Examination of the course is done continuously during the entire course period.

Assessment of the student's attainments to achieve a pass grade is carried out through:

- Solutions to case studies submitted by a written paper and an oral presentation at a seminar performed in a group.
- Oral presentation based on one chapter in the course main book (Solomon, 2010) performed in a group.
- A field study submitted by a written report and an oral presentation at a seminar performed in a group.
- Home-exam submitted by a written individual paper, a written review on one paper of another student, including oral discussion at a final seminar.

To attain the grade *Pass with distinction*, students must do a separate individual exam for this purpose only. Students must report to the head of the course if they intend to do this exam, otherwise *Pass* will be registered if the above elements are approved.

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 the degree to which the students have met the learning outcomes through 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

### **Obligatory literature**

Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M.K. (2010). *Consumer Behaviour – A European Perspective*. Essex: Prentice Hall. 620 p.

Underhill, P. (2009). *Why We Buy: The Science of Shopping*. New York: Simon & Schuster. 297 p.

**Reference literature**

Lindstrom, M. (2010). *Buyology – Truth and lies about why we buy*. New York: Broadway books. 243 p.

**Additional teaching material**

The Consumer Behaviour Companion Website  
Articles 50 p.