



Course syllabus

Faculty Board of Business, Economics and Design

School of Business and Economics

1FE615 Konsumenter och shopping i upplevelseekonomin, 7,5 högskolepoäng

1FE615 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 School of Business and Economics 2012-10-19

The course syllabus is valid from autumn semester 2012

Prerequisites

Business Administration 30 credits or the equivalent.

Objectives

After completing this course the student should be able to:

- describe and reflect upon different aspects of consumer behaviour with a societal perspective
- describe the consumer decision process and analyze how it effects the marketing decisions of organizations
- describe psychological processes that influence consumers
- integrate knowledge of consumer behaviour and marketing strategy
- apply consumer behaviour theory to solve consumer marketing oriented cases and problems, and clearly account for and discuss their conclusions in conversations with different groups.

Content

- the impact of our society on consumer behaviour

- psychological processes, like perception, motivation and learning for consumers
- consumers as decision makers
- culture and lifestyles
- consumer behaviour from a gender perspective
- ethical aspects on marketing decisions

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: Written individual exam corresponding. Written papers and oral presentations performed in group or individually corresponding. Active participation is required in 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 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 by 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.

Reference literature

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

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

Additional teaching material

The Consumer Behaviour Companion Website
Articles 50 p.