



Course syllabus

School of Business and Economics

Department of Marketing

1FE618 Consumer Behaviour, 7,5 högskolepoäng

1FE618 Consumer Behaviour, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by School of Business and Economics 2017-06-28

The course syllabus is valid from autumn semester 2017

Prerequisites

General entry requirements. English 6/B or the equivalent.

Objectives

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

- describe and reflect upon different aspects of consumer behaviour with a societal perspective
- account for the consumer decision process and analyse how it affects the marketing decisions of organisations
- explain how different psychological processes influence consumer behavior
- describe and reflect on how consumer behavior and experiences interact
- apply consumer behaviour theory to solve consumer marketing oriented cases
- problems, and clearly account for and discuss their conclusions in conversations with different groups

Content

The course contains:

- consumption and consumers' role in society
- psychological processes, like perception, motivation and learning for consumers

- different perspectives on the consumer as a decision maker
- the impact of culture and lifestyle on consumption and consumption decisions
- consumer behaviour from a gender perspective
- ethical and sustainable aspects on consumption and marketing decisions
- experience consumption

Type of Instruction

The course consists of lectures, case studies, seminars and a field study. Active student participation in assignments and seminars is mandatory, as is preparation for these. Mandatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through written individual exam, written papers and oral presentations performed in group. Active participation in mandatory course activites are required for a pass grade.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 1FE617

Required Reading and Additional Study Material

Mandatory literature

Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M.K. *Consumer Behaviour – A European Perspective*. Prentice Hall. Latest edition. About 640 pages.

Referenslitteratur

Lindstrom, M. *Buyology -Truth and lies about why we buy*. Broadway books. Senaste upplagan. Latest edition. About 240 pages.

Underhill, P. *Why We Buy: The Science of Shopping*. Simon & Schuster. Latest edition.
About 300 pages.