



Course syllabus

School of Business and Economics

Department of Marketing

1FE619 Consumer Behaviour, 7,5 högskolepoäng

Consumer Behaviour, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2020-06-24

Revised 2021-06-30 by School of Business and Economics. Revision of prerequisites and update of standard texts.

The course syllabus is valid from spring semester 2022

Prerequisites

At least 15 credits completed courses from Business Administration G1N, of which at least 7.5 credits marketing and English B/English 6, 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;
- explain how different psychological processes influence consumer behavior;
- account for the consumer decision process and analyse how it affects marketing decisions of organisations;
- describe and reflect on how consumer behavior and experiences interact.

Content

The course contains:

- consumer behavior and value creation;
- the internal influences on the consumer and consumption;
- the external influences on the consumer and consumption;
- decision making in different situations;
- consumption as value creation.

Type of Instruction

The teaching consists of lectures and seminars. Active student participation in assignments and seminars is mandatory, as is presentation of these. Dates for compulsory elements 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 a written exam and a group project carried out in groups.

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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 1FE617 and 1FE618 with 7.5 credits.

Required Reading and Additional Study Material

Required reading

Babin, B. J. & Harris, E. G. (2021). *CB9*. Cengage learning Inc, Boston, USA. 400 pages.

Scientific articles. About 100 pages.