



Course syllabus

School of Business and Economics

Department of Marketing

1FE688 Företagsekonomi II - Konsumentbeteende och konsumentkultur, 7,5 högskolepoäng

1FE688 Business Administration II - Consumer Behaviour and Consumer Culture, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2020-01-22

Revised 2022-03-14 by School of Business and Economics. Changes in prerequisites and update of standard texts.

The course syllabus is valid from autumn semester 2022

Prerequisites

At least 15 credits completed courses from Business Administration G1N, of which at least 7.5 credits of marketing and English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- describe and diskutera upon different aspects of consumer behaviour with a societal perspective
- explain how different psychological processes influence consumer behaviour
- give account for the consumer decision process and analyze how it affects the marketing decisions of organizations
- apply consumer behaviour theory to solve consumer marketing oriented cases and problems

Content

The course contains:

- the impact of our society and culture on consumer behavior
- psychological processes, like perception, motivation and learning for consumers
- consumers as decision makers
- consumer behavior from a sustainability perspective

Type of Instruction

The teaching consists of lectures and case studies.

Examination

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

The course is examined through a written examination (5.5 credits) and a paper that are presented oral at a seminar (2 credits).

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.

Required Reading and Additional Study Material

Required reading

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

Reference literature

Lindstrom, M. *Buyology – Truth and lies about why we buy*. Broadway Books. Latest edition. About 240 pages.

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

Additional study material

Scientific articles. About 100 pages.