



## Course syllabus

Faculty Board of Business, Economics and Design  
School of Business and Economics

1MF002 Från kundens perspektiv, 30 högskolepoäng  
From the Perspective of the Customer, 30 credits

**Main field of study**

Business Administration

**Subject Group**

Business Administration

**Level of classification**

First Level

**Progression**

GIN

**Date of Ratification**

Approved by Organisational Committee 2009-06-17

The course syllabus is valid from spring semester 2010

**Prerequisites**

To be admitted to the course it is required to have basic eligibility (Swedish is not part of the eligibility for students who apply to the English version of the Marketing Programme, as all teaching is in English). It is also required to have special eligibility in Mathematics B and English B

### Expected learning outcomes

The students shall

**have broad knowledge of**

- Consumers as individuals
- Consumers as decision makers
- Sources of information/data
- Descriptive and inferential statistics
- The role and importance of purchasing
- The purchasing process
- Purchasing and supply chain management
- The role and importance of media in cultures
- Media and consumption
- Storytelling in media

**be able to apply**

- The concept of the Self on consumption
- Evaluating and selecting suppliers
- Supplier management
- Supplier quality management
- Organize data
- Present data
- Perform correlation analysis
- Perform regression analysis
- Perform confidence tests
- Formulate and test hypothesis
- Media consumption analysis
- Text analysis of message

### **understand**

- Psychological factors influence on decision making
- How to choose test method and report results
- Implications of the choice of test method and reports
- Communication between the sender and receiver

### **Content**

- The Self
- Consumption and Self-concept
- People as consumers
- Consumer perceived value
- Perception
- Learning
- Memory
- Motivation, values & involvement
- Attitude change and interactive communications
- Individual decision-making
- The role and importance of purchasing
- The purchasing process
- Supply management
- Purchasing and supply chain management
- Supplier evaluation and selection
- Supplier quality management
- Sources of information / data
- Descriptive statistics
- Inferential statistics
- Hypothesis testing
- Sources of information / data
- Organizing data
- Presenting data
- Samples and Population
- Correlation
- Regression
- z-test, t-test
- Confidence test
- Chi-Square
- Choosing test and reporting result
- Family unit
- Lifestyle
- Rituals
- Traditions
- Culture myths
- Consumerism in change

- Consumption and media
- Communication models
- The production logic of mass media
- Power and empowerment
- Identity construction
- Cultural capital
- Illiteracy & adoption
- Internet and media
- Communities as user-content media motors
- Viral communication
- Semiotic fundamentals
- Semiotic method
- Narration
- Rhetoric
- Branding as storytelling
- Interactive storytelling
- Impact of Storytelling
- Materials for storytelling
- Scripting of Experiences

## Type of Instruction

Literature studies, lectures, project work and case seminars

## Examination

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

Written exam, seminar papers

A retest will be offered a few weeks after the original test for students who have not successfully passed the original test. At least 5 tests will be offered.

The grades are Pass with Distinction (80%-100%), Pass (60%-79%) or Failure (0%-59%).

Students at Linnaeus University are entitled to have the course grade translated into the 7-step ECTS scale. A request to have the grades translated must be made to the teacher at the start of the course.

## Course Evaluation

A written course evaluation is performed and compiled into a report to be kept in the university school archives. The result and any measures taken are communicated to the course co-ordinator and presented to the students participating the next time the course is offered.

## Required Reading and Additional Study Material

### Required reading

Solomon et al, Consumer Behaviour. A European Perspective. Prentice Hall, latest edition, 701 pages

Cialdini, R. B, Influence: Science and practice, Pearson Education, latest edition, 272 pages

Monczka, R. M, Purchasing and Supply Chain Management, Cengage Learning, latest edition, 810 pages

Nolan & Heinzen Statistics for the behavioural sciences. Worth Publishers, latest edition, 736 pages

Gripsrud, Understanding Media Culture, Hodder Arnold Publication, latest edition, 336

pages

Fog, Budtz & Yakaboylu, "Storytelling: Branding in practice", Springer, latest edition, 238 pages

The School of Management and Economics, Articles, 600 pages