



Course syllabus

School of Business and Economics
Department of Marketing

2FE429 Consumer Behaviour and Consumer Culture, 7,5
högskolepoäng

Consumer Behaviour and Consumer Culture, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by School of Business and Economics 2014-10-15

The course syllabus is valid from autumn semester 2015

Prerequisites

In order to be admitted to the course, the applicant will need to have successfully completed 105 of 120 credits from the first two years of the Business Administration and Economics Programme or Business Administration I-II, 60 credits, whereof at least 15 credits in Marketing and English B/English 6, or 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
- give account for the consumer decision process and analyze how it affects the marketing decisions of organizations
- explain how different psychological processes influence consumer behaviour
- 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 course contains:

- 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 in assignments and seminars is obligatory, as is preparation for these. Obligatory parts are stated in the schedule.

Examination

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

Assessment of the student's attainments is carried out through written individual exam, written papers and oral presentations performed in group. Active participation in mandatory course activities 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

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Required Reading and Additional Study Material

Obligatory literature

Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M.K. (2010). *Consumer Behaviour – A European Perspective*. Prentice Hall. Latest edition. 641 pages.

Scientific articles approx. 100 pages.

Reference literature

Lindstrom, M. *Buyology – Truth and lies about why we buy*. Broadway books. Latest edition. 243 pages.

Underhill, P. *Why We Buy: The Science of Shopping*. Simon & Schuster. Latest edition. 297 pages.