

Course unit title:	Consumer Behaviour		
Course unit code:	ABSM 202		
Type of course unit:	Required		
Level of course unit:	Bachelor (1st Cycle)		
Year of study:	1		
Semester when the unit is delivered:	2 (Spring)		
Number of ECTS credits allocated :	6		
Learning outcomes of the course unit:	<ol style="list-style-type: none"> 1. Define consumer markets 2. Explain the concept of consumer behaviour 3. Apply the theory of consumer behaviour in interpreting consumer behaviour in the market place. 4. Analyse the personal characteristics affecting consumer behaviour 5. Evaluate the various buying roles 6. Design promotional campaigns capitalising on consumer behaviour knowledge 		
Mode of delivery:	Face-to-face		
Prerequisites:	ABSM101	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<ol style="list-style-type: none"> 1. Consumers in the Marketplace <ol style="list-style-type: none"> a. What is consumer behaviour? b. Consumer's impact on marketing strategy c. Marketing's impact on consumers d. Marketing ethics and public policy e. Consumer behaviour as a field of study 2. Consumer Perception <ol style="list-style-type: none"> a. Sensory systems b. Exposure c. Attention 3. Consumer Learning and Memory <ol style="list-style-type: none"> a. Behaviour learning theories b. Cognitive learning theory c. The Role of memory in learning 4. Personality and Lifestyles <ol style="list-style-type: none"> a. Personality b. Lifestyles and psychographics 5. Consumers as Decision Makers – Attitudes & Persuasion <ol style="list-style-type: none"> a. What are attitudes? Power and functions b. The standard learning hierarchy c. Forming attitudes d. Attitude model e. Elements of communication f. Source g. Message 6. Consumers as Decision Makers – Decision Making 7. Consumers as Decision Makers – Buying and Disposing 8. Group Influence and opinion leadership 		

	<ul style="list-style-type: none"> a. Reference groups b. Positive Vs Negative reference groups <p>9. Income, Social Class & Life Styles</p> <ul style="list-style-type: none"> a. Consumer spending and economic behaviour b. Discretionary income c. Social class structure d. Components of social class <p>10. Consumers and Sub-cultures</p> <ul style="list-style-type: none"> c. Income and social class d. Consumer spending and economic behaviour e. Cultural influences on consumer behaviour
Recommended and/or required reading:	Paul Peter, J. and Olson, J. (2010) <i>Consumer Behaviour & Marketing Strategy</i> . McGraw Hill International.
Textbooks:	Solomon R. M. (2013) Consumer Behaviour, Buying, Having, and Being (10 th edition). Prentice Hall.
References:	Blackwell, R., Engel, J. and Miniard, P. (2001) Consumer Behaviour . South-Western Thomson Learning. Schiffman, G.L. and Kanuk, L.L. and Hansen, H (2008) Consumer Behaviour: A European Outlook . Prentice Hall.
Planned learning activities and teaching methods:	The Methodology used included lecturing based on the lecture's power point presentations, discussions, reference to real life examples related to the main marketing issues taught, as well as to the students' business background, analysis of case studies.
Assessment methods and criteria:	<ul style="list-style-type: none"> • Participation in class - Class presentation: 10% • Mid-term test: 15% • Mid-term assignment 15% • Final exam: 60%
Language of instruction:	English
Work placement(s):	Not applicable