**SYLABUS**

**Year of Study** 2021-2023

* 1. Course Description – General Information

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| COURSE NAME | Consumer Behaviour - European Perspective |
| COURSE CODE | E/IIE/C-1.5b |
| COLLEGE | College of Social Sciences |
| INSTITUTE | Institute of Economics and Finance |
| FIELD OF STUDY | Economics /International Business – Cross Cultural Aspects |
| QUALIFICATION LEVEL | Master's degree |
| PROFILE | General academic |
| STUDY MODE | Full-time |
| YEAR AND SEMESTER | I/2 |
| COURSE FORMAT | Elective specialized contents group |
| COURSE COORDINATOR | Tomasz Surmacz, PhD |
| COURSE INSTRUCTOR(S) | Tomasz Surmacz, PhD |
| LANGUAGE OF INSTRUCTION | English |

1.2. Course organisation –learning format and number of hours, ECTS.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Lecture | Tutorial | Conver. | Lab. | Seminar | ZP | Practice | Other (spec.) | **ECTS credit pts.** |
|  | 15 |  |  |  |  |  |  | 2 |

1.3. Method of teaching

☓traditional

☐ inclusive of distance learning

1.4. Final assessment type (according to the study plan): (exam, graded credit, ungraded credit)

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| Graded credit |

2. Prerequisites

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| Given the rapid internationalization of business activities, critical understanding of marketing activity at an international level is a requirement for a general management and a marketing career. Basic knowledge of marketing and international business issues would be useful for this course. |

1. Objectives , teaching outcomes, description and didactic methods
   1. COURSE OBJECTIVES

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| C1 | Giving students skills necessary to understand the consumer buying process as well as psychological and sociological variables across countries. |
| C2 | Making students understand factors that influence customer behavior and being able to apply this knowledge to predict how consumers respond to marketing strategies introduction to the international framework of organizations, laws, and practices that . |
| C3 | Development of students' abilities to gather information, draw conclusions and present the material. |

3.2 Learning Outcomes

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| --- | --- | --- |
| EK (Learning Outcomes) | The Intended Student Learning Course Outcomes | Reference to learning outcomes with regard to the field of study (KEK) |
| EK\_01 | A graduate knows and understands rules of functioning of international markets | K\_W03 |
| EK\_02 | A graduate knows and understands fundamental dilemmas of modern development on the basis of contemporary theories of international marketing and consumer behaviour | K\_W08 |
| EK\_03 | A graduate knows and understands complex and varied conditions of economic, institutional, regulatory and cultural character on international markets | K\_W09 |
| EK\_04 | A graduate can analyse different phenomena, their conditions and determinants as well as processes on international markets and can point out linkages between these processes | K\_U01 |
| EK\_05 | A graduate can use his knowledge in the process of creative search for solutions of complex and unique marketing problems | K\_U02 |
| EK\_06 | A graduate can lead the teamwork, cooperate as a member of a group in the frames of projects related to consumer behaviour, assigned during classes, and take a leading role in a team | K\_U11 |
| EK\_07 | A graduate can individually plan and implement his life-long learning strategy in the field of consumer behaviour | K\_U12 |
| EK\_08 | A graduate is ready for self-improvement in the proces of acquiring knowledge on customer behaviour | K\_K01 |

* 1. **COURSE DESCRIPTION**

1. Lecture contents
2. Contents of the tutorials, seminars, etc.

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| Introduction to Consumer Behaviour |
| Consumer Research and Market Segmentation |
| Consumer Decision Making |
| Consumer Motivation, Personality and Consumer Behaviour |
| Consumer Perception and Learning |
| Communication and Consumer Behaviour |
| Reference Groups and Family Influences |
| Social Class and Consumer Behaviour |
| The Influence of Culture and Subculture on Consumer Behaviour |
| Cross-Cultural Consumer Behaviour |
| Consumer Influence and the Diffusion of Innovations |

* 1. TEACHING METHODS

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| Presentations, groupwork, discussions, case studies. |

1. Methods And Assessment

4.1 The methods of verification of learning outcomes

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| Learning outcomes (symbol) | Grading systems for teaching outcomes (i.e.: test, oral examination, written examination, essay, project, report, observation during classes) | Learning format (lecture, tutorial, …) |
| EK\_01 | Assessment of ability to conduct analyses by observation during classes, test | tutorial |
| EK\_02 | Assessment of presentation skills, test | tutorial |
| EK\_03 | Assessment of ability to conduct analyses, essay or other assignment | tutorial |
| EK\_04 | Essey or other assignment | tutorial |
| EK\_05 | Essey, test or assignment | tutorial |
| EK\_06 | Observation of attitudes and an assessment of a presented standpoint | tutorial |
| EK\_07 | Observation during classes | tutorial |
| Ek\_08 | Observation during classes | tutorial |

4.2 Assessment and credit requirements

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| The credit and final grade awarded at the end of the course is based on the following criteria: attendance and in-class participation, essay/marketing plan and/or final test. |

5. Total Student Workload Needed To Achieve Expected Learning Outcomes With Regard To Time And ECTS Credit Points

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| Activity | No. of hours/Student workload |
| Hours of classes according to Study Plan | 15 |
| Tutorial preparation | 12 |
| Consultations (attending the teacher’s office hours) | 5 |
| Essay/report writing | 5 |
| The final examination preparation | 12 |
| Examination writing | 1 |
| Other (please specify) |  |
| TOTAL NUMBER OF HOURS | 50 |
| **ECTS CREDITS IN TOTAL** | **2** |

1. Internship

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| --- | --- |
| Number of hours | - |
| Rules and forms of internship | - |

1. Course Literature

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| Primary:   1. M.R. Solomon*, Consumer Behavior: Buying, Having, and Being*, Pearson Education, Edition: 11th edition, 2014. 2. M.R. Solomon, G. Bamossy, S. Askegaard, M.K. Hogg, *Consumer Behaviour: A European Perspective*, Pearson Education, 2009. |
| Supplementary:   1. Z. Sethna, J.Blythe, *Consumer Behaviour*, SAGE Publications Ltd; 3rd edition, 2016. 2. I. Szmigin, M. Piacentini, *Consumer Behaviour*, OUP Oxford, 2014. |

Department head’s or authorized person signature