



## COURSE SYLLABUS

# Consumer Behavior, 7.5 credits

*Consumer Behavior, 7,5 högskolepoäng*

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<b>Course Code:</b> JCBR27	<b>Education Cycle:</b> Second-cycle level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education Feb 1, 2017	<b>Disciplinary domain:</b> Social sciences
<b>Revised by:</b> Mar 29, 2021	<b>Subject group:</b> FE1
<b>Valid From:</b> Aug 23, 2021	<b>Specialised in:</b> A1N
<b>Version:</b> 2	<b>Main field of study:</b> Business Administration

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### Intended Learning Outcomes (ILO)

On completion of the course the student will be able to:

Knowledge and understanding

1. Recognize the different processes consumers experience whilst engaging in a variety of consumption contexts.
2. Discuss the factors influencing consumer consumption and disposal.
3. Discuss and critically analyze the key concepts, principles, and theories within consumer behaviour.

Skills and abilities

4. Use consumer behavior concepts, principles, and theories in order to analyze and explain consumption-related phenomena.
5. Explain how research and concepts in consumer behaviour can inform and be applied to broader strategic marketing issues.

Judgement and approach

6. Critically reflect upon the choice of concepts, principles and theories in marketing decisions.
7. Exhibit an understanding of the research within consumer behavior.

### Contents

The Consumer Behaviour course will start by introducing and developing the major streams of research within the field. The course will examine key perspectives in each of these streams. Throughout this course, consumer behaviour concepts, models, theories and tools will be used to gain a deeper understanding of consumers behaviour. Furthermore, specific analytic tools and research methods in the field will be introduced and applied to various consumer contexts.

### Connection to Research and Practice

The course requires the student to carry out research into how theoretical themes in consumer behaviour manifest in specific behaviours. The course covers the renewal of markets and the changes that are evident in consumer behaviour. The course includes conducting research

among consumer to understand these changes.

### Type of instruction

The course includes lectures and seminars. Problem-based learning is emphasised. Students are expected to plan and take responsibility for self-studies, including reading assigned course literature and completing a group assignment.

The teaching is conducted in English.

### Prerequisites

Bachelor's degree in Business Administration (i.e the equivalent of 180 credits at an accredited university) (or the equivalent).

### Examination and grades

The course is graded A, B, C, D, E, FX or F.

Individual written exam (ILOs: 1, 2 & 3) representing 3 credits

Group project (ILOs: 4, 5, 6 & 7) representing 3 credits

Individual seminar assignment (ILOs: 3, 4, 5 & 6) representing 1.5 credits

Registration of examination:

Name of the Test	Value	Grading
Individual written exam <sup>1</sup>	3 credits	A/B/C/D/E/FX/F
Group project <sup>1</sup>	3 credits	A/B/C/D/E/FX/F
Individual seminar assignment <sup>1</sup>	1.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> All parts of compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of examination in the course (0-100 points). Grade is set in accordance with JIBS grading policy.

### Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. There must be course evaluators identified among the students. The evaluation is carried out continuously as well as at the end of the course, through a survey. After the course the course Examiner meets with student evaluators to discuss the survey results and possible improvements. A summary report is also created. The report is followed up by program directors and discussed with faculty and relevant others (e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean, or Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

### Other information

Consumer behavior is the field within marketing that provides concepts, theories and principles that can be used to study factors that influence how, when, and why people buy, consume and dispose of goods. This course will equip students with a greater appreciation of these principles and factors and enable them to make consumer behavior driven decisions and marketing

strategies.

### **Academic integrity**

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

### **Course literature**

Literature

A reading list of articles will be made available at the start of the course.