

NAME OF THE COURSE		CONSUMER BEHAVIOR				
Code	ECM208	Year of study	3rd			
Course teacher	Mirela Mihić, PhD, Full Professor Ivana Kursan Milaković, PhD, Assistant professor	Credits (ECTS)	5			
Associate teachers	Ivana Kursan Milaković, PhD, Assistant professor	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Obligatory/Optional	Percentage of application of e-learning	40%			
COURSE DESCRIPTION						
Course objectives	The main goal of this course is to provide the students with: (1) introduction and acquiring of different theoretical concepts and insights useful for understanding the consumer behavior as well as identification of the factors that influence consumer behavior; (2) application of theoretical knowledge in creating the appropriate marketing strategies with a goal of adjusting them to the consumers while influencing their behavior.					
Course enrolment requirements and entry competences required for the course	Regulated by The Statute of Faculty of Economics, University of Split, as well as the Study Regulations. Knowledge of basic Microsoft Office programs.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Main learning outcome: 1. Analyze the concepts and insights regarding the consumer behavior with a purpose of creating the marketing stimuli and strategies in order to influence the consumer's attitudes and behavior. Individual learning outcomes: 1. Identify the segmentation variables on the individual market with a purpose of extracting the market segments; 2. Analyze social and/or psychological factors that determine the consumer behavior and marketing implications of such influences; 3. Analyze personal factors that determine consumer behavior, as well as the marketing implications of such influences; 4. Estimate consumer behavior in certain decision making phases and the influence on the marketer's behavior.					
Course content broken down in detail by weekly class schedule (syllabus)						
	Lectures	Hours	Exercises			Hours
	An Introduction to Consumer Behavior: What is Consumer Behavior? What is the Importance of Understanding Consumer Behavior?	2	Consumer behavior introduction: Factors influencing consumer behavior and buying decision process. Project assignment directions. Practical assignment and discussion.			2
	Market Segmentation: Basis, Criteria and Strategies for Effective Segmentation.	2	Market segmentation: criteria and strategies for the successful segmentation. Practical assignment and discussion.			2
	Cultural Influences and Consumer Behavior: Culture and subcultures.	2	Cultural influences and consumer behavior: culture and subculture. Practical assignment and discussion.			2

	Social Influences and Consumer Behavior (I): Culture continued. Socialization.	2	Social Influences and Consumer Behavior (I): Culture continued. Socialization. Practical assignment and discussion.	2
	Social Influences and Consumer Behavior (II): Society and social Classes.	2	Social factors and consumer behavior (II): Society and social classes. Practical assignment and discussion.	2
	Social Influences and Consumer Behavior (III): Reference Groups and Family Influences.	2	Social factors and consumer behavior (III): Reference groups. Family influence. Practical assignment and discussion.	2
	Social Influences and Consumer Behavior (IV): Situational Influences.	2	Social factors and consumer behavior (IV): Situational factors. Practical assignment and discussion..	2
	Individual and Psychological Influences and Consumer Behavior (I): Motives and Motivation	2	Individual factors and consumer behavior (I): Motives and motivation. Practical assignment and discussion.	2
	Individual and Psychological Influences and Consumer Behavior (II): Perception.	2	Individual factors and consumer behavior (II): Perception. Practical assignment and discussion.	2
	Individual and Psychological Influences and Consumer Behavior (III): Attitudes and Beliefs. Personality, Values and Lifestyle.	2	Individual factors and consumer behavior (III): Attitudes, personality, values and life-style. Practical assignment and discussion.	2
	Psychological Influences and Consumer Behavior: Learning Processes.	2	Psychological factors and consumer behavior. Learning process. Group communication and personal influence. Practical assignment and discussion..	2
	The Decision Making Process (I): Problem Recognition. Information Search. Alternative Evaluation. Consumer behavior online.	2	Buying decision making process (I): Problem recognition. Information search. Alternative evaluation. Practical assignment and discussion.	2
	The Decision Making Process (II): Selection and Decision making - Purchase. Post-purchase Processes.	2	Buying decision making process (II): Buying decision making. Post-purchase behavior. Practical assignment and discussion.	2
Format of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)	

Student responsibilities	To attain a signature, a regular student must attend 60% of lectures and 60% of exercises (compensation is not an option), complete evaluation assignments (minimally 2 of them) and 50% of the project assignment that was positively graded.					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	1.6	Research		Practical assignments/evaluation tests	0.2
	Experimental work		Report		(Other)	
	Essay		Seminar essay		(Other)	
	Tests	1.9	Oral exam		(Other)	
	Written exam	1.9*	Project	1.3	(Other)	
Grading and evaluating student work in class and at the final exam	<p>The exam consists of the written part and project assignment (group or individual, optional) including its presentation. The number of students in a group is determined by a professor. Project consists of more parts (on average 3) and is being developed continuously during the semester. Some project parts will be presented during the exercises. During the semester there will be two preliminary exams (tests). The requirement for taking the second preliminary exam is the positively graded first preliminary exam.</p> <p>The exam is passed if the student:</p> <ul style="list-style-type: none"> - achieved at least sufficient grade score from written exams (minimum 50% for each midterm exam) - submitted a project paper at the end of the semester and achieved positive grade for it, with respect to all project parts. - actively participated in project task presentation. <p>The overall grade will be based on grades of midterm exam 1 and 2 and project paper in ratio: 30% (midterm exam 1): 30% (midterm exam 2): 40% (project paper; where 30% is related to project paper – analysis of sales process stages and 10% is related to its presentation).</p> <p>Grading system (%) for the written exams is the following:</p> <p>0-49 insufficient (1) 50-65 sufficient (2) 66-75 good (3) 76-85 very good (4) 86-100 excellent (5)</p> <p>*If the student does not pass midterm exams, he or she must take the written exam. If the student achieves a total score between the two positive grades (e.g. between 3 and 4), higher grade is final if students' % of class attendance is 77% or higher. Students with class attendance lower than 77% must approach to oral exam for higher grade.</p>					
Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media	
	Materials provided during the lectures and on Moodle, 2021			-	Moodle	
	Kesić, T., Ponašanje potrošača, Opinio, Zagreb, 2006.			10	-	
	Schiffman, L.G., Wisenblit, J. L.: <i>Consumer Behavior: Global Edition</i> , 12th edition, Pearson Education, 2019.				y ⁰⁸¹	

Optional literature (at the time of submission of study programme proposal)	<p><i>Books:</i></p> <p>Solomon, M. R., Hogg, M. K., Askegaard, K., Bamossy, G.: Consumer Behavior: A European perspective, 7th edition, Pearson Education, 2019.</p> <p>Hoyer, W.D., MacInnis, D.J., Pieters, R.: Consumer Behavior, 7th edition, Cengage Learning, 2018.</p> <p>Solomon, M. R., <i>Consumer Behavior, Buying, Having, and Being</i>, Pearson, 12th, Boston, Columbus, 2018.</p> <p>Mothersbaugh, D.L., Hawkins, Del I., <i>Consumer Behavior: Building Marketing Strategy</i>, McGraw-Hill Education, New York, 2016.</p> <p><i>Articles:</i></p> <p>Anić, I.D., Mihić, M., Kursan Milaković, I. <i>Antecedents and outcomes of fashion innovativeness in retailing</i>, Service Industries Journal, Vol. 38, No. 9-10, 2018.</p> <p>Mihić, M., Anić, I.D., Kursan Milaković, I., <i>Time spent shopping and consumer clothing purchasing behaviour</i>, Economic Review, 69, 2018.</p> <p>Kursan Milaković, I. (2021). Purchase experience during the COVID-19 pandemic and social cognitive theory: The relevance of consumer vulnerability, resilience, and adaptability for purchase satisfaction and repurchase. International Journal of Consumer Studies, doi:10.1111/ijcs.12672</p> <p><i>Other sources:</i></p> <p>News from portal Ja Trgovac (www.jatrgovac.com),</p> <p>News/articles from portal Poslovni dnevnik (www.poslovni.hr)</p> <p>News/guides from the Ministry of Economy's websites, related to consumer protection areas (http://potrosac.mingo.hr/hr/potrosac)</p> <p>Thematic videos and/or ads from YouTube.com, TED (https://www.ted.com/)</p> <p>Case studies and assignments developed/prepared by professor</p>		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> • Evaluation of student obligations' fulfillment (course teacher) • Teaching supervision (vice dean for education) • Studying successfulness analysis across all courses (vice dean for education) • Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement center) • Exam, conducted by the course teacher, covering all course learning outcomes. Exam content is periodically assessed for the purpose of the learning outcomes adequacy review (vice dean for education) 		
Other (as the proposer wishes to add)			