



KURSPLAN

Consumer Behavior, 7,5 högskolepoäng

Consumer Behavior, 7.5 credits

Kurskod:	JCBR27	Utbildningsnivå:	Avancerad nivå
Fastställd av:	Council for Undergraduate and Masters Education 2017-02-01	Utbildningsområde:	Samhällsvetenskapliga området
Reviderad av:	2021-03-29	Ämnesgrupp:	FE1
Gäller fr.o.m.:	2021-08-23	Fördjupning:	A1N
Version:	2	Huvudområde:	Företagsekonomi

Lärandemål

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

Kunskap och förståelse

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.

Färdighet och förmåga

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.

Värderingsförmåga och förhållningssätt

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

Innehåll

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.

Undervisningsformer

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.

Undervisningen bedrivs på engelska.

Förkunskapskrav

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

Examination och betyg

Kursen bedöms med betygen A, B, C, D, E, FX eller 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

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Individual written exam ¹	3 hp	A/B/C/D/E/FX/F
Group project ¹	3 hp	A/B/C/D/E/FX/F
Individual seminar assignment ¹	1,5 hp	A/B/C/D/E/FX/F

¹ 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.

Kurslitteratur

Literature

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