

## COURSE SYLLABUS

### Understanding the Consumer, 5 credits

*Understanding the Consumer, 5 högskolepoäng*

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Course Code: J2UTCS	Education Cycle: Second-cycle level
Confirmed: Mar 25, 2026	Disciplinary domain: Social sciences (80%) and Natural sciences (20%)
Valid From: Aug 31, 2026	Subject group: Business Administration
	Specialised in: A1N Second cycle, has only first-cycle course/s as entry requirements
	Main field of study: Business Administration

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### Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

#### Knowledge and Understanding

1.1 Demonstrate current, advanced, and specialised knowledge (concepts, theories, frameworks) in the course content, applying and integrating this expertise to solve complex problems.

#### Skills and Abilities

2.2 Critically analyse complex issues using theories and data and justifying solutions with rigorous, evidence-based reasoning.

3.1 Produce well-structured, professional materials that demonstrate academic proficiency and adapt style and terminology to the target audience.

#### Judgement and Approach

4.2 Critically analyse how selected societal trends influence business practices and/or policy, and account for their ethical and sustainability implications.

5.2 Appraise relevant emerging trends and technologies to formulate strategies and decisions for applying innovations in practice or in advanced problem solving.

### Content

This course provides you with practical knowledge about the psychological and behavioural mechanisms that drive consumer decision-making across diverse consumption contexts. You will explore how cognitive processes—such as attention, perception, memory, and judgment—shape consumer experiences and choices across the consumer journey. The course further equips you with knowledge and practical tools to understand, evaluate, and anticipate how target segments respond to product decisions and market dynamics. Through exposure to advanced consumer research methods, including experimental designs like A/B testing, you will learn to draw meaningful insights from behavioural data. Emphasis is placed on linking empirical findings to foundational theories and principles in consumer psychology and marketing. Advanced theoretical and analytical capabilities about target segments' reactions due to modification of company products (e.g., brand repositioning) and changes in the environment (e.g., social trends or technological advancements) will help you to make strategic marketing decisions. Furthermore, by critically analysing real-world consumer data, you will develop strategic insights to optimise segments' responses and enhance customer engagement. The content of this course prepares future professionals to navigate complex customers' perceptions and behaviours with analytical rigor and theoretical depth.

#### Connection to Research

The course requires you to conduct research on theoretical themes in consumer behaviour. This includes learning about experimental research designs used by academics and practitioners to understand consumers' preferences and decisions in the market. Current findings in the field of consumer research will be incorporated into lectures and seminars, including research conducted by JIBS faculty in consumer behaviour. The integration of JIBS research findings into this course aims to support student learning by examining emerging phenomena related to changes in consumers and their environments, and how these developments influence strategic marketing decisions, renewal, and business growth. Using this theoretical knowledge, you will additionally conduct your own research to examine how market dynamics and emerging trends influence consumer decisions in the contemporary marketplace.

### **Connection to Practice**

The course connects theoretical knowledge in consumer behaviour with practical applications relevant to contemporary market environments. Building on the research-oriented perspective of the course, you will examine how shifts in consumer behaviour contribute to the renewal of markets and influence how organisations design products, services, and marketing strategies. To support this applied perspective, the course introduces practical tools and methods commonly used by practitioners to evaluate consumer responses and improve decision making. Particularly, you will learn how organisations test products, communication strategies, and marketing campaigns before market launch using methods such as A/B testing and other experimental approaches. These techniques allow firms to compare alternative solutions and assess how consumers respond to different product features, messages, or market offerings. Hence, the course prepares you to evaluate market trends, interpret consumer data, and apply empirical approaches to strategic marketing in a globalised world where consumers constantly adapt their decisions to changing environments.

### **Connection to Ethics, Responsibility, Sustainability (ERS)**

The course integrates perspectives on ethics, responsibility, and sustainability by examining how consumer behaviour and marketing decisions influence societal and environmental outcomes. Through lectures and discussions, you are introduced to sustainability challenges in contemporary markets and the ethical considerations that arise when organisations design products, communication strategies, and market offerings. Attention is given to how firms and consumers respond to sustainability-related issues such as environmental impact, responsible consumption, and transparency in marketing practices.

You will explore how organisations can incorporate responsible management practices into marketing strategies while addressing evolving consumer expectations regarding sustainability and ethical conduct.

## **Type of Instruction**

The course includes lectures and seminars. The lectures present the theoretical content of the courses. Seminars are used to present case studies, introduce the method to carry out the assignments, and apply the content of the lectures to real-life decisions concerning the customer. Instructions about the examinations are clearly provided during the seminars. Problem-based learning is emphasised during both lectures and seminars. You are expected to plan and take responsibility for self-studies, including reading the assigned course literature and completing a group assignment.

Attendance is expected for scheduled on-campus sessions and may be compulsory for some sessions.

Language of instruction is English.

## **Entry Requirements**

The applicant must hold a minimum of a Bachelor's degree (equivalent to 180 ECTS credits from an accredited university). At least 60 ECTS must be in Business Administration or a combination of 30 ECTS in Business Administration and 30 ECTS in related subjects, such as Economics, Industrial Engineering and Management, Business Analytics, Informatics, Communication Studies, Commerce, or Public Relations. At least 5 ECTS must be marketing. Proof of English proficiency is required.

## Examination and Grades

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

Individual examination (ILOs: 1.1, 4.2, 5.2), representing 3.5 credits. The written examination is a closed-book, on-site assessment in which you demonstrate advanced and integrated mastery of the course material.

Group examination (ILOs: 2.2, 3.1), representing 1.5 credits. The group examination consists of a collaborative research project in which you design, conduct, and report an empirical study related to the course topic. Working in groups, you collect and analyse relevant data and apply appropriate theoretical perspectives to investigate a complex issue.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Individual examination	3.5 credits	A/B/C/D/E/FX/F
Group examination	1.5 credits	A/B/C/D/E/FX/F

## Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you are essential in this process. We rely on your input to understand how we can improve. At the outset of a course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

## Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act 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 use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

## Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

A reading list of articles and case studies will be made available at the start of the course. Each lecture refers to academic articles and particular cases.