



Course description: Consumer behaviour

1	Code	C3043
2	Title of the course	Consumer behaviour
3	Cycle: short/first/second/third (<i>or EQF level 5/6/7/8</i>)	BA program
4	Year of study when the course is delivered (<i>if applicable</i>)	
5	Semester (autumn/winter or spring/summer) or trimester when the component is delivered	Autumn/winter
6	Number of ECTS credits allocated	5
7	Name(s) of lecturer(s), e-mail(s) of the lecturer(s)	Chief Assist. Prof. Dr. Elena Kostadinova ekostadinova@unwe.bg
8	Learning outcomes	The course is research-based and problem oriented, it draws on the principles of evidence-based marketing and aims to introduce students the fundamental ideas and the empirical generalizations in consumer behavior. The course will provide basic knowledge to students on the theory, empirical studies, and methodology of studying consumer behavior. This kind of 3-D knowledge (theory, research, methodology) will give the student the fundament to explore, interpret, and critically assess different aspects of consumer behavior.
9	Mode of delivery: face-to-face, online (distance) or hybrid (<i>both on campus and online in the same time</i>)	Hybrid
10	Prerequisites or/and co-requisites for the course (<i>if applicable</i>)	Basic marketing knowledge



11	Course content (<i>Please provide a list of basic topics, covered by the course</i>)	<p>The course covers different ideas and explanations of consumer behavior as well as subjects like patterns of purchase, customer loyalty, consumer decision-making and information processing. Students will be able to make a distinction between stationary/mature markets and dynamic markets and to critically assess the implications arising from market types. The importance of building mental and physical availability will be discussed as well as issues related to the formation of brand knowledge, awareness and image. Other topics that will be explored during the lectures include consumer response to price promotions and advertising; word-of-mouth influence. Consumer behavior will be regarded in the context of sustainability.</p>
12	Required and/or recommended reading, learning resources or tools	<p>Required readings:</p> <p>East, Robert, Singh, Jaywant, Malcolm, Wright and Marc, Vanhuele, Consumer behaviour : applications in marketing. 3rd ed. London, U.K. : SAGE Publications Ltd., 2016</p> <p>Romaniuk, J., Sharp, B., How Brands Grow: Part 2: Emerging Markets, Services, Durables, New and Luxury Brands, OUP Australia & New Zealand; 1st edition, 2015</p> <p>Recommended reading:</p> <p>Kahneman, Daniel. Thinking, Fast and Slow. New York: Farrar, Straus and Giroux, 2011</p>
13	Learning activities and teaching methods	<p>The class will involve group and individual assignments, case analysis. In-class discussions will be strongly encouraged.</p>



14	Assessment methods and assessment criteria	<p>The final grade will be set upon the following criteria:</p> <ul style="list-style-type: none"> - In-class participation: 10% - Individual assignment: 20% - Group assignment: 20% - Final exam: 50%
15	Language of instruction	English
16	Name and Code of the University, offering the course	University of National and World Economy, Sofia BG SOFIA03
17	Degree Program(s) or field	Bachelor's program Marketing and Strategic Planning
18	Tag: CWE = Consortium wide elective (= e.g. courses open to all ISCED codes)	CWE