


UNIVERZITET U NOVOM SADU  
UNIVERSITY OF NOVI SAD

<b>Course unit Descriptor</b>	<b>Faculty of Economics Subotica</b>	
		
<b>GENERAL INFORMATION</b>		
Study program in which the course unit is offered	Economics	
Courseunit title	Consumer Behavior	
Courseunitcode	OAS - 319	
Typeofcourseunit <sup>1</sup>	Compulsory and Optional	
Levelofcourseunit <sup>2</sup>	First - Bachelor	
Semesterwhenthecourseunit is offered	SS	
Yearofstudy (ifapplicable)	Second and Third	
Numberof ECTS allocated	6	
Nameoflecturer/lecturers	Dražen Marić	
Mode ofcourseunitdelivery <sup>3</sup>	Face-to-Face	
Courseunitpre-requisites (ifany)	-	
<b>PURPOSE AND OVERVIEW (max 5-10 sentences)</b>		
<p>Purpose of the CONSUMER BEHAVIOR course is to predicts possible behavior of potential and actual consumers, based on information gathered from marketing research. Marketing activities generally begin and end with consumers. The main objectives of the consumer behavior research are:</p> <ul style="list-style-type: none"> <li>• To predict consumer behavior on market based upon information and knowledge that marketing practise and theory has,</li> <li>• To understand and explain this behavior in order to improve theoretical and practical knowledge in this field.</li> </ul> <p>Knowledge of consumer behavior is constantly increased and improved, which requires designing of new and modification of the existing marketing strategies of the company.</p>		
<b>LEARNING OUTCOMES (knowledgeandskills)</b>		
<p>Acquired theoretical and practical knowledge will lead students in the direction of understanding the consumer needs and motivations, as well as other internal and external factors that shape specific consumer behavior. Knowing the needs, motives and desires of consumers, ie. the whole mechanism that determines their behavior in general, constitutes an essential input for making effective marketing decisions.</p>		

<sup>1</sup>Compulsory, optional

<sup>2</sup>First, secondorthirdcycle (Bachelor, Master's, Doctoral)

<sup>3</sup>Face-to-face, distance learning, etc.

**SYLLABUS (outline and summary of topics)**

## Theory

- The consumer in marketing research;
- The research of the needs and motivations of consumers;
- Determinants of consumer behavior;
- Sociological determinants of consumer behavior;
- Consumer purchase decision;
- The motives and behavior of Business consumer;
- Consumerism and consumer protection.

## Practice

- Making a marketing message to consumers' segment based on analysis of consumers – application of consumer behavior theory;
- Consumers' networking analysis;
- Cross-cultural consumer analysis;
- Diffusion of innovation analysis;
- Consumer protection debate & analysis.

**LEARNING AND TEACHING (planned learning activities and teaching methods)**

Lectures, consultations, discussions, practical solutions to the numerous of business examples that have content related to the main chapters in the book.

Exercise, Playing roles, Research Study, Case Study, communications with practitioners.

**REQUIRED READING**

1. Schiffman G. Leon, Kanuk Lazar Leslie, "CONSUMER BEHAVIOR" 11th, Pearson, 2014.
2. Solomon R. Michael, "CONSUMER BEHAVIOR" 12th, Pearson, 2016
3. Scientific papers from the field from different journals

**ASSESSMENT METHODS AND CRITERIA**

Prerequisites for the final exam	points	Final exam	points
Attendance	6		
Research study, Case Study	14	Oral exam	30
Colloquium I	25		
Colloquium II	25		
Total:	<b>70</b>	Total:	<b>30</b>

Assessment of Knowledge - maximum 100 points

**LANGUAGE OF INSTRUCTION**

ENGLISH