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| Title of the course | **Consumption and Consumer Behavior** |
| Title of the Academic Programme | BA “Sociology and Social Informatics” |
| Type of Course | Elective |
| Course Overview | Successful marketing management depends ultimately on the understanding of the consumer. Thus, within this course we will examine how marketers apply methods and findings from fields such as social and cognitive psychology, sociology, anthropology and behavioral economics to gain knowledge on consumer purchase and consumption decision making to ultimately develop effective marketing mix, market segmentation and positioning, brand loyalty, persuasion and promotion marketing strategies and actions. The topics include: consumer search and use of information, consumer purchase decision strategies, socio-cultural influences, psychographics and lifestyle, symbolism in advertising, persuasion, subliminal advertising, add effectiveness, environmental factors affecting purchase decisions, impulse buying and self-control, and psycho-economic perspectives (e.g., selling, pricing, and price image). The implications of consumer behavior will be examined both from the marketer's and the consumer's viewpoint. |
| Intended Learning Outcomes (ILO) | The goals of this course are for students to learn the key concepts and theories of consumer behavior and to develop the intellectual ability to apply those in formulating viable marketing strategies. The course will provide students with the fundamental conceptual and analytical tools essential for a comprehensive understanding of the psychological processes that characterize consumers' consumption experiences. Students will be better able to understand how marketers anticipate, adapt, and respond to consumer needs, desires and preferences by applying insights from consumer behavior concepts to their marketing strategies. |
| Indicative Course Content | There will be seven major anchors we will focus on during this course: 1) Attention and Comprehension, 2) Cognition, Attitudes and Persuasion, 3) Consumer Decision Making and Learning, 4) Psychographics & Personality, 5) Consumer Culture and the Social Environment, 6) Market segmentation and Positioning, 7) Marketing Strategies.  |
| Teaching and Learning Methods | The course consists of 14 lectures and 14 seminars. Classes will be divided in the showcase part in which the Professor presents different problems and modes of their resolution and applied part in which the students engage in the resolution of problems given by the Professor on their own in various forms such as case studies, research assignments, simulations. |
| Readings / Indicative Learning Resources | The mandatory and optional readings will be assigned by the Professor and depicted in the course syllabus for each of the seven course anchors as presented above entailing academic (research articles, books, case studies) and applied, (reports, press releases) and other types of units.Suggestions for some introductory (optional) readings are listed below:* Babin J. and Harris E. (2013), *Consumer Behavior*, 5thEdition, Irwin-McGraw.
* Ariely, D. (2010) *Predictably Irrational: The Hidden Forces That Shape Our Decisions*. Harper Collins.
* Wells, W. (1993). Discovery-oriented Consumer Research. *Journal of Consumer Research,* 19 (March), 489-503
* [Hawkins](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&text=Delbert+Hawkins&search-alias=books&field-author=Delbert+Hawkins&sort=relevancerank) D. & [Mothersbaugh](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&text=David+Mothersbaugh&search-alias=books&field-author=David+Mothersbaugh&sort=relevancerank) D. (2010) *Consumer Behaviour*, *Building Marketing Strategy*”; 11th Edition, Mc Graw-Hill International Edition
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| Course Instructor | Jasenko Ljubica, PhD |