

Course Title	Consumer Behaviour				
Course Code	MRKT215				
Course Type	Compulsory				
Level	Higher Diploma				
Year / Semester	2 nd Year / 3 rd Semester				
Instructor's Name	Costa D. Yerocosta				
ECTS	4	Lectures / week	2	Laboratories / week	None
Course Purpose and Objectives	This course gives an overview of psychological knowledge as it pertains to capturing consumer insight, and includes a consideration of how the brain works, what factors influence consumer choice, and a critical evaluation of psychological assessment tools (including such diverse methods as online surveys, brain imaging, computerized reaction time assessment, and eye-tracking).				
Learning Outcomes	<p>After the completion of this course the student should be able to:</p> <ul style="list-style-type: none"> • Identify the major influences in consumer behavior • Distinguish between different consumer behavior influences and their relationships • Establish the relevance of consumer behavior theories and concepts to marketing decisions • Implement appropriate combinations of theories and concepts • Recognize social and ethical implications of marketing actions on consumer behavior • Use most appropriate techniques to apply market solutions 				
Prerequisites	None	Co-requisites	None		
Course Content	<ol style="list-style-type: none"> 1. Technology-Driven Consumer Behavior 2. Segmentation, Targeting, and Positioning 3. Consumer Motivation and Personality 4. Consumer Perception 5. Consumer Learning 6. Consumer Attitude Formation and Change 7. Persuading Consumers 				

	<p>8. From Print and Broadcast Advertising to Social and Mobile Media</p> <p>9. Reference Groups and Word-of-Mouth</p> <p>10. The Family and Its Social Standing</p> <p>11. Culture's Influence on Consumer Behavior</p> <p>12. Subcultures and Consumer Behavior</p> <p>13. Cross-Cultural Consumer Behavior: An International Perspective</p> <p>14. Consumer Decision-Making and Diffusion of Innovations</p> <p>15. Marketing Ethics and Social Responsibility</p> <p>16. Consumer Research</p>
Teaching Methodology	Course topics are presented by a variety of teaching approaches including lectures, exercises, multimedia cases, homework case analysis and class presentations and discussions of assigned readings.
Bibliography	<p>Compulsory Reading:</p> <ul style="list-style-type: none"> • Schiffman, Leon (2007), Consumer Behavior,9th, Pearson Prentice Hall,ISBN: 0-13-186960-4. • Solomon, Michael R.(2016), Consumer Behavior,6th , Pearson,ISBN: 9781292116723. <p>Additional Reading:</p> <ul style="list-style-type: none"> • . Mothersbaugh, David & Hawkins, Delbert & Kleiser, Susan & Best, Roger (2019),ISE Consumer Behavior: Building Marketing Strategy, 14th, McGraw-Hill,ISBN: 9781260566482.
Assessment	<ul style="list-style-type: none"> ▪ Class participation 10% ▪ Assignments/Tests 20% ▪ Mid-term exam 20% ▪ Final exam 50%
Language	English