

Course syllabus

1. Core data

Course code	Credits	Semester	
MARK075NAMB	6	2024/25/2	
Course title in Hungarian			
Consumer Behavior			
Course title in English			
Consumer Behavior			
Course title in other language			
Course leader	Institute		
Török Anna	Institute of Marketing and Communication Sciences		
Language of instruction	Type of final assessment		
English	Exam		
Number of theoretical classes per week (full-time programmes)	Number of practical classes per week (full-time programmes)		
2	2		
Number of theoretical classes per semester (part-time programmes)	Number of practical classes per semester (part-time programmes)		
0	0		
Available for preferential study schedule			
Yes			

2. Main features

Course objectives

• The consumer behavior course studies the different sociological, psychological and anthropological characteristics and processes that affect how people act when they buy, use, or experience products and/or services. • The consumer behavior course has three aims. First, students will learn to assess consumer decision making, the determinants of individual consumer behavior. Second, students should acquire practical knowledge of the usage of these theoretical approaches in practice. Third, students should understand how they can apply their marketing knowledge to different consumer segments. • The objective of this course is to introduce students to consumers, consumer behavior in the marketplace and their impact on marketing strategy. This course discusses the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process. Students analyze the reasons and motives for consumer buying behavior and understand the main principles of consumer behavior that influence purchasing decisions. The course also focuses on the concept of customer experience (CX) and the method of customer journey mapping. • The learning outcomes of the course include the following: 1. Explain the consumer behavior and marketing concepts 2. Interpret psychographic influences on consumer behavior 3. Analyze the consumer decision making stages and deduce relevant strategies 4. Evaluate the group influences on organization and institutional consumer behavior 5. Analyze social and cultural influences on consumer behavior

Brief description of the course

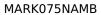
The course focuses on the cross-cultural context of a buying process from identifying consumer needs to providing consumer satisfaction. A clear understanding of consumers is essential in successfully managing corporate activities with responsibility and ethically.

Relationship with other courses of the programme

• There are no prerequisites for the subject • Consumer Behavior introduces the design and development of the customer journey that will be used in CRM course since CRM campaigns and channel management is building on the concept of customer journey.

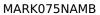
3. Learning outcomes

Skill	Knowledge	Attitude	Autonomy and
			Responsibility





Plans and develops the customer journey	Understands the concept of customer experience (CX) Knows what activities the customer journey consists of Understands the importance of making customer buyers' profile and identifies the steps of	methodology related aspects of the customer experience (CX) • Is committed to validate the aspects of the customer during customer journey planning. • Strives for mastering general knowledge and education related to humanities • Is open for embracing the factors shaping consumer behavior in its complexity. • Shows a willingness to change, is looking for opportunities for experimentation • Is ready to participate efficiently in teamwork • Keeps the opinion of the teammates in mind	a customer journey should prevail during marketing plans and campaigns. • Independently plans customer interaction points • Is able to form own opinion in a given context about the influencing factors on the customers' decisionmaking process • Is able to responsibly coordinate the consumer omplexity. Incess to g for the company • Is concerned with the ethical usage of the knowledge related to consumer behavior • Assesses the
Analyzes the economic, social and individual factors influencing the consumers' decisions	its development Makes distinction between the subjective and objective factors of consumer behavior and knows their influence Is aware of the sustainability aspects of consumer behavior		
	Knows the local and the European Union's framework of consumer protection		
	Knows the external influences on consumer behavior, including cultural (culture, sub-culture, social classes) and social (reference groups, family and social status) aspects		
	Knows the internal influences on consumer behavior, including psychological (motivation, perception, learning and attitude) and personal (age, family life cycles, occupation, economic circumstances, lifestyle, personality) aspects		
Is able to select and apply frameworks and problem- solving techniques relevant to consumer be	Knows the foundations of economic, sociological and psychological theories related to consumer's decision making		
Is able to negotiate effectively in intercultural settings	Is aware of the sustainability aspects of consumer behavior		
	Knows the local and the European Union's framework of consumer protection		
	Knows the foundations of economic, sociological and psychological theories related to consumer's decision making		
Is able to transform knowledge elements into situational and task- oriented skills and practice	Knows the external influences on consumer behavior, including cultural (culture, sub-culture, social classes) and social (reference groups, family		





4. Mandatory readings

Required literature	URL
, , ,	https://www.pearson.com/en-us/subject- catalog/p/consumer-behavior-buying-having- being/P200000009740/9780138170806