

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
<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • 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)	<ul style="list-style-type: none"> • Strives for mastering the 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 	<ul style="list-style-type: none"> • Ensures that the idea of 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' decision-making process • Is able to responsibly coordinate the consumer's individual interests with the goals of the company • Is concerned with the ethical usage of the knowledge related to consumer behavior • Assesses the work of themselves and their teammates critically
	Knows what activities the customer journey consists of		
	Understands the importance of making customer buyers' profile and identifies the steps of its development		
Analyzes the economic, social and individual factors influencing the consumers' decisions	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 behavior	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		

	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	
	Makes distinction between the subjective and objective factors of consumer behavior and knows their influence	

4. Mandatory readings

Required literature	URL
Michael R. Solomon and Cristel Antonia Russell (2023): Consumer Behavior: Buying, Having, and Being, Global, 14th Edition, Pearson	https://www.pearson.com/en-us/subject-catalog/p/consumer-behavior-buying-having-being/P200000009740/9780138170806