Module description (syllabus): Zachowania konsumenckie

Module title:	**Zachowania konsumenckie**	**ECTS**	**4**
Module title translation:	Consumer behavior		
Module for study direction:	**Ekonomia**		

Module language: **angielski**		Study level: **2**	
Study cycle: **stacjonarne**	Module status: **kierunkowy - do wyboru**	Semester number: **4** **semestr letni**	
Academic Year from which module description is valid :		**2020/2021**	Catalogue number: **EKR-E-2S-4-19-KF-2020-EN**

Person in charge of the module:	**Joanna Chudzian, dr; Anna Jasiulewicz, dr**
Teachers responsible for classes:	**dr Joanna Chudzian, dr Anna Jasiulewicz, dr hab. Joanna Szwacka-Mokrzycka**
Unit responsible for the module:	**Katedra Polityki Rozwoju i Marketingu**
Faculty in charge:	**Wydział Ekonomiczny**
Objectives of the module:	a.a.familiarize the student with the basics of making consumer decisions on the market b.b.presenting economic and non-economic determinants of consumer behavior on the market c.c.presenting consumer behavior models on the market d.d.presentation of contemporary consumer trends on the market **Lectures** Introduction into the subject- Interdisciplinary Character of Consumer Behaviour,Aims of Consumer Behaviour Research, Methods of Investigating Consumer Behaviour, Development of Consumer Behaviour as Scientific Discipline, Model of Consumer Behaviour; Purchase Decision Process- Theoretical Background in Purchase Decision Process, Different Phases of Purchase Decision Processes by Consumers: At the Start of Purchase Decision Process I - Consumer Characteristics - (Determinants Influencing Consumer Behaviour I), Consumer Demographics,Consumer Psychographics; At the Start of Purchase Decision Process I - Consumer Characteristics - Culture and Subculture - (Determinants Influencing Consumer Behaviour II)Culture, Subcultures; Consumer Processes at the Problem Recognition Phase- Consumer Motives and Values (Determinants Influencing Consumer Behaviour III)Needs and wants, Theories of motivations,Consumer Values and how they relate to motives. **Classes** Consumer Processes at the Information Seeking Phase - (Determinants Influencing Consumer Behaviour IV) Exposure, Attention, Perception (and Interpretation), Learning; Consumer Processes at the Evaluation of Alternatives Stage - Attitudes andpreferences (Determinants Influencing Consumer Behaviour V)Attitudes, Preferences; Consumer Processes Before Purchase Decision Phase - Role of Social Group (Determinants Influencing Consumer Behaviour Social Groups, Family Influences on Consumer Behaviour); Food Buyer Behaviour – Definition and Decision Process, Determinants of Food Consumer Behaviour,Economic Factors,Social Factors,Psychographic Factors; Food Market Segmentation-Segmentation Procedures, Segmentation Criteria, Targeting, Methodology of Segmentation Research, Selection Criteria of Representatives to Segmentation).
Teaching forms and number of hours:	a. lectures - no of hours: full time study: 15, part-time study. 0 b. classes - no of hours: full time study: 15, part-time study. 0
Teaching methods:	discussion, research project, problem solving, sorce texts analysis, consultation with the lecturer, lectures, case study, individual student projects
Initial requirements and formal prerequisities:	marketing course on basic level

Learning outcomes:	**Knowledge - knows and understands:** 1.Knows the up-to-date theories on consumer behaviour 2.Knows the elements of marketing and market analysis and the tools used in them	**Skills - can:** 3.Has the ability to understand and analyze determinants of consumer buying behavior	**Competences - is ready for:** 4.Implements simple tasks in the field of consumer research, draws conclusions, formulates judgments on the basis of results and is able to communicate about them

Assessement methods:	evaluation of the presentation during the class (effects: 1,2,3), evaluation of the work done as part of the student's own work (effects: 3), assessment of the project work (effects: 1,2,3,4), assessment of activities during classes (effects: 2,3)
Formal documentation of the learning outcome:	tests, exams projects

Elements of the final grade and their weights:	evaluation of the presentation during the class - 30%, evaluation of the work done as part of the student's own work - 10%, assessment of the project work - 50%, assessment of activities during classes - 10%
Place of teaching:	didactic room

Teaching materials (obligatory and additional):

1. Evans M., Jamal J., Foxall G. (2006) “Consumer behaviour”, Wiley&Son, Ltd
2. Antonides G., van Raaij W. F., (1999) “Consumer behaviour: A European Perspective”, Wiley.
3. Engel, J.F., Blackwell, R.D. and Miniard, P.W. Consumer Behavior. The Dryden Press, Fort Worth
4. Solomon, M.R. Consumer Behavior: Buying, Having, and Being Prentice-Hall International, Inc. Englewood Cliffs
5. Szwacka-Mokrzycka, J. (2011). “A study on food brand”, SGGW

Remarks:

Quantitative indicators describing the module:	
Estimated total number of student work hours (contact and own work) necessary to achieve the learning outcomes assumed for the module - on this basis, complete the ECTS field:	**100/0**
The total number of ECTS points which the student receives in module requiring direct participation of academic teachers or other persons:	**1.4/0 ECTS**

Table of compliance of the directional learning outcomes with the effects of the module

Outcome category	Learning outcomes for module:	Reference to effects for the study program for the direction of study	The impact of classes on the directional effect*)
Knowledge	1.Knows the up-to-date theories on consumer behaviour	K_W05	2
	2.Knows the elements of marketing and market analysis and the tools used in them	K_W018	2
Skills	3.Has the ability to understand and analyze determinants of consumer buying behavior	K_U08	2
Competences	4.Implements simple tasks in the field of consumer research, draws conclusions, formulates judgments on the basis of results and is able to communicate about them	K_U13	3

*) 3 - advanced and detailed, 2 - significant, 1 - basic