

**(Table 5.2) Course unit description**

Study program: Business Economics and Management
Type and level of studies: Undergraduate studies
<b>Course unit: Consumer Behavior</b>
<b>Teacher in charge: Veljko Marinković, phd, associate professor</b>
Language of instruction: English
ECTS: 7
Prerequisites:
Semester: Summer Semester
<b>Course unit objective:</b>  The objective of the course is to indicate the significance of consumers and consumer research for making business decisions and create long-term success of the company. In that context, it is important to determine main antecedents of consumer behavior, and to analyze consumer decision process. The various factors influence consumer behavior. Overall, these factors can be divided into two groups: 1. external factors (culture, social class and status, family and other reference groups); 2. internal factors (perception, learning, motivation, attitudes, self-concept, lifestyle).
<b>Learning outcomes of Course unit</b>  Ability to: <ul style="list-style-type: none"><li>• Understand different types of consumers.</li><li>• Understand main methods for consumer research.</li><li>• Evaluate the importance of consumer research for marketing management.</li><li>• Investigate the nature of various external and internal antecedents of consumer behavior.</li><li>• Manage consumer behavior in different stages of decision process.</li></ul>
<b>Course unit contents</b>  1. Consumer behavior and marketing strategies. 2. External influences. 3. Internal influences. 4. Consumer decision process.
<b>Literature</b> <ul style="list-style-type: none"><li>• Solomon, M. (2018), Consumer Behavior, Pearson, Boston.</li><li>• Hawkins, D., Mothersbaugh, D., Best, R. (2007), Consumer Behavior: Building Marketing Strategy, McGraw-Hill, New York.</li><li>• Blackwell, R., Miniard, P., Engel, J. (2006), Consumer Behavior, Thomson, Mason.</li><li>• Hanna, N., Wozniak, R. (2001), Consumer Behavior, Prentice Hall, Inc., New Jersey.</li></ul>

<b>Number of active teaching hours</b>				<b>Other classes</b>
Lectures	Practice	Other forms of classes mentoring system 3 weekly	Independent work  2 weekly	
<b>Teaching methods:</b> lectures; case studies; study research work.				
<b>Examination methods (maximum 100 points)</b>				
<b>Exam prerequisites</b>	<b>No. of points:</b>	<b>Final exam</b>	<b>No. of points:</b>	
Student's activity during lectures		oral or written examination	50	
practical classes/tests	20			
Seminars/homework	30			
Project				
Other				
<b>Grading System</b>				
<b>Grade</b>	<b>Bo. Of Points:</b>		<b>Description</b>	
<b>10</b>	<b>91-100</b>		Excellent	
<b>9</b>	<b>81-90</b>		Exceptionally good	
<b>8</b>	<b>71-80</b>		Very good	
<b>7</b>	<b>61-70</b>		Good	
<b>6</b>	<b>51-60</b>		Passing	
<b>5</b>	<b>0-50</b>		Failing	