



## FIȘA DISCIPLINEI

## 1. Date despre program

|                                       |  |
|---------------------------------------|--|
| 1.1 Instituția de învățământ superior | Universitatea “Alexandru Ioan Cuza” din Iași       |
| 1.2 Facultatea                        | Facultatea de Economie și Administrarea Afacerilor |
| 1.3 Departamentul                     | Management, Marketing și Administrarea Afacerilor  |
| 1.4 Domeniul de studii                | Business Administration                            |
| 1.5 Ciclul de studii                  | Licență  |
| 1.6 Programul de studii / Calificarea | Business Administration                            |

## 2. Date despre disciplină

|  |                                 |               |   |                       |   |                         |    |
|--|---------------------------------|---------------|---|-----------------------|---|-------------------------|----|
| 2.1 Denumirea disciplinei              | Comportamentul consumatorului   |               |   |                       |   |                         |    |
| 2.2 Titularul activităților de curs    | Professor Adriana MANOLICĂ, PhD |               |   |                       |   |                         |    |
| 2.3 Titularul activităților de seminar | Professor Adriana MANOLICĂ, PhD |               |   |                       |   |                         |    |
| 2.4 Anul de studiu                     | 2                               | 2.5 Semestrul | 4 | 2.6 Tipul de evaluare | E | 2.7 Regimul disciplinei | OB |

## 3. Timpul total estimat (ore pe semestru și activitățile didactice)

|  |    |                    |    |                       |    |
|--|----|--------------------|----|-----------------------|----|
| 3.1 Număr de ore pe săptămână          | 4  | din care: 3.2 curs | 2  | 3.3 seminar/laborator | 2  |
| 3.4 Total ore din planul de învățământ | 56 | din care: 3.5 curs | 28 | 3.6 seminar/laborator | 28 |

## Distribuția fondului de timp

|  |    |
|--|----|
| Studiul după manual, suport de curs, bibliografie și altele                                    | 40 |
| Documentare suplimentară în bibliotecă, pe platformele electronice de specialitate și pe teren | 18 |
| Pregătire seminarii/laboratoare, teme, referate, portofolii și eseuri                          | 28 |
| Tutoriat   | 4  |
| Examinări  | 4  |
| Alte activități  | 0  |

|                                 |     |
|---------------------------------|-----|
| 3.7 Total ore studiu individual | 94  |
| 3.8 Total ore pe semestru       | 150 |
| 3.9 Numărul de credite          | 6   |

## 4. Precondiții (acolo unde este cazul)

|                   |               |
|-------------------|---------------|
| 4.1 De curriculum | Not necessary |
| 4.2 De competențe | Not necessary |

## 5. Condiții (acolo unde este cazul)

|  |               |
|--|---------------|
| 5.1 De desfășurare a cursului                  | Not necessary |
| 5.2 De desfășurare a seminarului/laboratorului | Not necessary |

## 6. Competențe specifice acumulate

|                                |   |
|--------------------------------|---|
| <b>Competențe profesionale</b> | C1 – Gathering, processing and analysing information about external environment – firm/organization interaction (1 credit)  |
|                                | C3 – Administring the activity of a subdivision within the structure of the firm/organization (1 credit)  |
|                                | C4 – Assistance for HRM (2 credits)   |
| <b>Competențe transversale</b> | CT2 – Identifying roles and responsibilities within a multispecialized team and applying relational techniques and efficient work techniques within the team (1 credit) |

## 7. Obiectivele disciplinei (reieșind din grila competențelor specifice acumulate)

|                                  |  |
|----------------------------------|--|
| <b>7.1 Obiectivul general</b>    | <p>1. To assimilate knowledge concerning consumer behaviour</p> <p>2. To create skills for observing, analyzing and finding solutions for consumer behaviour issues.</p>   |
| <b>7.2 Obiectivele specifice</b> | <p>After successfully finalizing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>▪ Understand and use the basic notions in the field ;</li> <li>▪ Explain the proper manner to address the consumers;</li> <li>▪ Describe the consumer behaviour ;</li> </ul> <p>Use the appropriate elements of consumer behavior research.</p> |

## 8. Conținuturi

### 8.1 Curs

|    |  |  |                                 |
|----|--|--|---------------------------------|
| 1. | Introduction to consumer behaviour ; Basic Concepts: Consumer. Buyer. Payer  | Interactive course, heuristic conversation, problem solving method | 2 hours: S,<br>Optional reading |
| 2. | Buying decision process  | Interactive course, heuristic conversation, problem solving method | 2 hours: S,<br>Optional reading |
| 3. | Factors influencing consumer behaviour. The Need                             | Interactive course, heuristic conversation, problem solving method | 2 hours: S,<br>Optional reading |
| 4. | Factors influencing consumer behaviour. The Motivation. Motivation Theories. | Interactive course, heuristic conversation, problem solving method | 2 hours: S,<br>Optional reading |
| 5. | Factors influencing consumer behaviour. The Attitude.                        | Interactive course, heuristic conversation, problem solving method | 2 hours: S,<br>Optional reading |
| 6. | Factors influencing consumer behaviour. The Perception.                      | Interactive course, heuristic conversation, problem solving method | 2 hours: S,<br>Optional reading |

|     |   |  |                                 |
|-----|---|--|---------------------------------|
| 7.  | Factors influencing consumer behaviour. The Learning/Experience.  | Interactive course, heuristic conversation, problem solving method | 2 hours: S,<br>Optional reading |
| 8.  | Factors influencing consumer behaviour. The Personality.  | Interactive course, heuristic conversation, problem solving method | 2 hours: S,<br>Optional reading |
| 9.  | Factors influencing consumer behaviour. The Sociocultural Influences. Groups Influence. Family's Influence                    | Interactive course, heuristic conversation, problem solving method | 2 hours: S,<br>Optional reading |
| 10. | Factors influencing consumer behaviour. The Sociocultural Influences. Culture's Influence. The influence of the social class. | Interactive course, heuristic conversation, problem solving method | 2 hours: S,<br>Optional reading |
| 11. | Factors influencing consumer behaviour. The Conjecture.   | Interactive course, heuristic conversation, problem solving method | 2 hours: S,<br>Optional reading |
| 12. | Factors influencing consumer behaviour inside stores.   | Interactive course, heuristic conversation, problem solving method | 2 hours: S,<br>Optional reading |
| 13. | Consumers and the services market.<br><br>Organizational consumer.  | Interactive course, heuristic conversation, problem solving method | 2 hours: S,<br>Optional reading |
| 14. | New Trends on CB  | Interactive course, heuristic conversation, problem solving method | 2 hours: S,<br>Optional reading |

## Bibliografie

### Compulsory reading:

Schiffman, L.G., Kanuk, L.L., Consumer Behavior, 10th ed., Pearson Education Ltd, Boston, 2010

### Optional reading:

Hawkins, D.I., Mothersbaugh, D.L., Best, R.J., Consumer Behavior. Building Marketing Strategy, 10-th ed., McGraw-Hill Irwin, Boston, 2007

Solomon, M.R., Consumer Behavior. Buying, Having and Being, 8-th Ed., Pearson Education, New Jersey, 2009

## 8.2 Seminar / Laborator

|     |  |                              |                                 |
|-----|--|------------------------------|---------------------------------|
| 1.  | Introduction. Scheduling the seminar work.   | Interactive teaching methods | 2 hours: S,<br>Optional reading |
| 2.  | Introduction to consumer behaviour ; Basic Concepts. Buying decision process.                            | Interactive teaching methods | 2 hours: S,<br>Optional reading |
| 3.  | Qualitative research on consumer behavior.<br>Explanations on writing the research report                | Interactive teaching methods | 2 hours: S,<br>Optional reading |
| 4.  | Qualitative research on consumer behavior.<br>Anthropomorphic test.<br>Spontaneous mental mapping method | Interactive teaching methods | 2 hours: S,<br>Optional reading |
| 5.  | Quantitative research on consumer behavior.<br>Explanations on conducting the research                   | Interactive teaching methods | 2 hours: S,<br>Optional reading |
| 6.  | Crisis management - from the perspective of the communication with the consumers                         | Interactive teaching methods | 2 hours: S,<br>Optional reading |
| 7.  | Individual presentations of the qualitative research reports   | Interactive teaching methods | 2 hours: S,<br>Optional reading |
| 8.  | Individual presentations of the qualitative research reports   | Interactive teaching methods | 2 hours: S,<br>Optional reading |
| 9.  | Individual presentations of the qualitative research reports   | Interactive teaching methods | 2 hours: S,<br>Optional reading |
| 10. | Communicating with consumers   | Interactive teaching methods | 2 hours: S,<br>Optional reading |
| 11. | Management of the consumer complaints  | Interactive teaching methods | 2 hours: S,<br>Optional reading |
| 12. | Team presentations of the quantitative research reports  | Interactive teaching methods | 2 hours: S,<br>Optional reading |
| 13. | Team presentations of the  | Interactive teaching         | 2 hours: S                      |

|     |  |                              |                                 |
|-----|--|------------------------------|---------------------------------|
| 13. | team presentations of the quantitative research reports  | interactive teaching methods | 2 hours: S,<br>Optional reading |
| 14. | Personal feedback on nonverbal communication manner observed in team presentations. Studying DVD presentations | Interactive teaching methods | 2 hours: S,<br>Optional reading |

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Solomon, M.R., Consumer Behavior. Buying, Having and Being, 8-th Ed., Pearson Education, New Jersey, 2009

## 9. Coroborarea conținuturilor disciplinei cu așteptările reprezentanților comunității, asociațiilor profesionale și angajatori reprezentativi din domeniul aferent programului

On an annual basis, the course content is discussed with the representatives of the business environment, who hire or could hire graduates from this program, while students are required to provide feedback (on-line, anonymous) after each semester about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

## 10. Evaluare

| Type of activity                  | 10.1 Evaluation criteria          | 10.2 Evaluation methods                               | 10.3 Allocation to the final grade (%) |
|-----------------------------------|-----------------------------------|---|--|
| 10.4 Course                       | Theoretical and applied knowledge | exam  | 30                                     |
| 10.5 Seminar/ Laboratory          | Applied / practical knowledge     | 50% Qualitative Research<br>50% Quantitative Research | 70                                     |
| 10.6 Minimal performance standard |                                   |   |  |

## 10.6 Standard minim de performanță

Obtaining 5 points (out of 10) both for the evaluation along the semester and for the final evaluation (exam). The midterm evaluation formula is: 50% Qualitative Research (individual task at the seminar) + 50% Quantitative Research (team task at the seminar). Is **mandatory to be present at the fourth seminar** in order to obtain the individual task for the qualitative research. The absence at the fourth seminar determines the loss of the qualitative research score. The students who cannot come at the fourth seminar must announce in advance their absence and, therefore, they will be allowed to receive their tasks.

**Data completării**

25.09.2020

**Titular curs**Professor Adriana MANOLICĂ,  
PhD**Titular de seminar**

Professor Adriana MANOLICĂ, PhD

**Data avizării în Departament****Director de Departament**

Prof.univ.dr Valentin Niță

