



COURSE OUTLINE

1. Information about the program

1.1 Higher education institution	“Alexandru Ioan Cuza” University of Iași
1.2 Faculty	Faculty of Economics and Business Administration
1.3 Department	Management, Marketing and Business Administration
1.4 Field of study	Business Administration
1.5 Cycle of study	Bachelor
1.6 Study program / Qualification	Business Administration

2. Information about the course

2.1 Course title	CONSUMER BEHAVIOUR						
2.2 Course coordinator	Professor Adriana MANOLICĂ, PhD						
2.3 Seminar coordinator	Alexandra-Raluca JELEA, PhD. Student						
2.4 Year of study	2	2.5 Semester	2	2.6 Type of evaluation*	E	2.7 Course status**	C

* MT-MID-TERM, O-ORAL EXAM, E-EXAM, M-MIXED; ** C-compulsory/O-optional/E-elective

3. Estimated time allocation (hours per semester and teaching activities)

3.1 Number of hours per week	4	out of which: 3.2 course	2	3.3 seminar / laboratory	2
3.4 Total number of hours per semester	56	out of which: 3.5 course	28	3.6 seminar / laboratory	28
Time allocation					h
Study based on course book, course materials, bibliography and other					40
Supplementary study in the library, on electronic platforms and on the field					18
Preparing seminars/laboratories, assignments, papers, portfolios and essays					28
Tutorship					4
Examination					4
Other activities					
3.7 Total hours of individual study					94
3.8 Total hours per semester					150
3.9 Number of credits					6

4. Prerequisites (if applicable)

4.1 Referring to curriculum	Marketing
4.2 Referring to competences	Not necessary

5. Conditions (if applicable)

5.1 For the course	Not necessary
5.2 For the seminar / laboratory	Not necessary



6. Specific competences accumulated

Professional competencies	C1 – Gathering, processing and analysing information about external environment – firm/organization interaction (1 credit) C3 – Administering the activity of a subdivision within the structure of the firm/organization (1 credit) C4 – Assistance for HRM (2 credits)
Transversal competencies	CT2 – Identifying roles and responsibilities within a multispecialized team and applying relational techniques and efficient work techniques within the team (1 credit)

7. Course objectives (based on specific competencies accumulated)

7.1 General objective	<ol style="list-style-type: none">1. To assimilate knowledge concerning consumer behaviour2. To create skills for observing, analyzing and finding solutions for consumer behaviour issues.
7.2 Specific objectives	After successfully finalizing this course, students will be able to: <ul style="list-style-type: none">▪ Understand and use the basic notions in the field ;▪ Explain the proper manner to address the consumers;▪ Describe the consumer behaviour ;▪ Use the appropriate elements of consumer behavior research.

8. Content

8.1	Course	Teaching methods	Observations (time and bibliography)
1.	Introduction to consumer behaviour ; Basic Concepts: Consumer. Buyer. Payer	Interactive course, heuristic conversation, problem solving method	2 hours: S, Optional reading
2.	Buying decision process	Interactive course, heuristic conversation, problem solving method	2 hours: S, Optional reading
3.	Factors influencing consumer behaviour. The Need	Interactive course, heuristic conversation, problem solving method	2 hours: S, Optional reading
4.	Factors influencing consumer behaviour. The Motivation. Motivation Theories.	Interactive course, heuristic conversation, problem solving method	2 hours: S, Optional reading
5.	Factors influencing consumer behaviour. The Attitude.	Interactive course, heuristic conversation, problem solving method	2 hours: S, Optional reading
6.	Factors influencing consumer behaviour. The Perception.	Interactive course, heuristic conversation, problem solving method	2 hours: S, Optional reading



7.	Factors influencing consumer behaviour. The Learning/Experience.	Interactive course, heuristic conversation, problem solving method	2 hours: S, Optional reading
8.	Factors influencing consumer behaviour. The Personality.	Interactive course, heuristic conversation, problem solving method	2 hours: S, 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, 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, Optional reading
11.	Factors influencing consumer behaviour. The Conjuncture.	Interactive course, heuristic conversation, problem solving method	2 hours: S, Optional reading
12.	Factors influencing consumer behaviour inside stores.	Interactive course, heuristic conversation, problem solving method	2 hours: S, Optional reading
13.	Consumers and the services market. Organizational consumer.	Interactive course, heuristic conversation, problem solving method	2 hours: S, Optional reading
14.	New Trends on CB	Interactive course, heuristic conversation, problem solving method	2 hours: S, Optional reading

Bibliography

Compulsory reading:

Schiffman, L.G., Kanuk, L.L., Hansen, H. (2012). Consumer Behavior. A European Outlook, Second Edition, Pearson Education Ltd: Harlow, England

Optional reading:

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

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

8.2	Seminar / Laboratory	Teaching methods	Observations (time and bibliography)
1.	Introduction. Scheduling the seminar work.	Interactive teaching methods	2 hours: S, Optional reading
2.	Introduction to consumer behaviour ; Basic Concepts. Buying decision process.	Interactive teaching methods	2 hours: S, Optional reading
3.	Qualitative research on consumer behavior. Explanations on writing the research report	Interactive teaching methods	2 hours: S, Optional reading
4.	Qualitative research on consumer behavior. Anthropomorphic test. Spontaneous mental mapping method	Interactive teaching methods	2 hours: S, Optional reading
5.	Quantitative research on consumer behavior. Explanations on conducting the research	Interactive teaching methods	2 hours: S, Optional reading



6.	Crisis management - from the perspective of the communication with the consumers	Interactive teaching methods	2 hours: S, Optional reading
7.	Individual presentations of the qualitative research reports		
8.	Individual presentations of the qualitative research reports	Interactive teaching methods	2 hours: S, Optional reading
9.	Individual presentations of the qualitative research reports	Interactive teaching methods	2 hours: S, Optional reading
10.	Communicating with consumers	Interactive teaching methods	2 hours: S, Optional reading
11.	Management of the consumer complaints	Interactive teaching methods	2 hours: S, Optional reading
12.	Team presentations of the quantitative research reports	Interactive teaching methods	2 hours: S, Optional reading
13.	Team presentations of the quantitative research reports	Interactive teaching methods	2 hours: S, Optional reading
14.	Personal feedback on nonverbal communication manner observed in team presentations. Studying DVD presentations	Interactive teaching methods	2 hours: S, Optional reading

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Optional reading:

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9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program

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 (online, anonymous) after each semester about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

10. Evaluation

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/	Applied / practical	reading and discussing	70



Laboratory	knowledge	case studies	
10.6 Minimal performance standard			
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.			

Date
16 February 2023

Course coordinator
Professor
Adriana MANOLICĂ, PhD

Seminar coordinator
Alexandra-Raluca JELEA, PhD.
Student

Date of approval in the departament
16 February 2023

Head of Departament
Professor Andrei-Ștefan NEȘTIAN, PhD