

Tárgytematika / Course Description

Consumption Theory and Consumer Behaviour

KGNM_MMTA016

Tárgyfelelős neve /

Teacher's name: dr. Eisingerné dr. Balassa Boglárka

Félév / Semester: 2019/20/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/0/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

The main aim of the course is to familiarise the students with the essentials of consumer behaviour as its knowledge is vital to make correct corporate marketing decisions. By applying and placing various methods in the corporate structure the students will be able to know their way in the context of factors motivating consumers.

The theory is made more interesting by some different practical examples through which the students can make sure the importance of this discipline.

TANTÁRGY TARTALMA / DESCRIPTION

- 1.hét Introduction into the research of consumer behaviour, the culture and the values
 - 2.hét Social structure, lifestyle
 - 3.hét The group and the reference group, Family and household
 - 4.hét To solve practical examples relating to the chapter, presentations
 - 5.hét The perception
 - 6.hét Learning theories
 - 7.hét The motivation
 - 8.hét The personality
 - 9.hét The personality
 - 10.hét To solve practical examples relating to the chapter, presentations
 - 11.hét The purchasing decision process
 - 12.hét The models of consumer behaviour
 - 13.hét To solve practical examples relating to the chapter
 - 14.hét Summary, presentations
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SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Exam, tests

Individual exercises 30 points (15 points short exercises, 15 points essay)

Presentation 10 points

Written exam 60 points (min. 31 points are needed to get a mark)

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Kötelező irodalom: Consumer Behavior: Buying, Having, and Being plus MyMarketingLab with Pearson eText, Global Edition, 12/E

Solomon

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Ajánlott irodalom: Consumer Behavior 9th Edition

by J. Paul Peter (Author), Jerry Olson (Author) ISBN-13: 978-0073404769

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