

Tárgytematika / Course Description Consumption Theory and Consumer Behaviour

KGNM_MMTA016

Tárgyfelelős neve /

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

Félév / Semester: 2023/24/1

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

Modul	Témakörök
1.	Buying, Having and Being
2.	Personality, Brand Personality
3.	A lifestyle, identify patterns of consumption, lifestyle marketing strategy
4.	To solve practical examples relating to the chapter, presentations
5.	Income and Social Class
6.	Literatura review

7.	Perception
8.	To solve practical examples relating to the chapter, presentations
9.	Learning and Memory
10.	Educational break
11.	Attitudes & Persuasive Communications
12.	The Self: Mind, Gender, and Body
13.	To solve practical examples relating to the chapter, presentations
14.	Course summary

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

Ajánlott irodalom: Consumer Behavior 9th Edition

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

ISBN-10: 0073404764

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL