

Tárgytematika / Course Description

Consumption Theory and Consumer Behaviour

NGM_SV109_1

Tárgyfelelős neve /

Teacher's name: dr. Makkos-Káldi Judit

Félév / Semester: 2011/12/2

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 practical examples through which the students can ascertain about the importance of this discipline.

This course presents the researching of consumer behaviour as an interdisciplinary science. The course introduces the socio-cultural and individual psychological factors influencing the consumer behaviour and it also shows and interprets the various models of the purchasing decision process. The students have the opportunity to experience the importance, the results and the methods of consumer behaviour researches through practical examples.

TANTÁRGY TARTALMA / DESCRIPTION

Week**Topic**

week 1

Introduction into the research of consumer behaviour, the culture and the values

week 2

Social structure, lifestyle

week 3

The group and the reference group, Family and household

week 4

To solve practical examples relating to the chapter, presentations

week 5

The perception

week 6

Learning theories

week 7

The motivation

week 8

The personality

week 9

The attitude

week 10

To solve practical examples relating to the chapter, presentations

week 11

The purchasing decision process

week 12

The models of consumer behaviour

week 13

To solve practical examples relating to the chapter

week 14

Summary, presentations

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Assignments:

Minimal requirements of the course (signature): fulfil the individual exercises

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)

Evaluation

Based on the points of the above tasks and the written exam:

0 - 50 points	insufficient
51 - 65 points	sufficient
66 - 80 points	satisfactory
81 - 90 points	good
91 - 100 points	excellent

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Michael R. Solomon: Consumer Behavior, Pearson, Ninth Edition, 2011.