

Tárgytematika

Consumption Theory and Consumer Behaviour

NGM_SV109_1

Tárgyfelelős neve: dr. Makkos-Káldi Judit

Félév: 2012/13/2

Beszámolási forma: Vizsga

Tárgy heti óraszám: 2/0/0

Tárgy féléves óraszám: 0/0/0

OKTATÁS CÉLJA

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

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	<i>To solve practical examples relating to the chapter, presentations</i>
week 5	The perception
week 6	Learning theories
week 7	The motivation
week 8	The personality
week 9	The attitude
week 10	<i>To solve practical examples relating to the chapter, presentations</i>

week 11	The purchasing decision process
week 12	The models of consumer behaviour
week 13	<i>To solve practical examples relating to the chapter</i>
week 14	Summary, presentations

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE

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

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