

## COURSE OUTLINE [CONSUMER BEHAVIOUR]

### 1. GENERAL

<b>SCHOOL</b>	Business Administration		
<b>ACADEMIC UNIT</b>	Business Administration		
<b>LEVEL OF STUDIES</b>	Postgraduate		
<b>COURSE CODE</b>	DEO206	<b>SEMESTER</b>	
<b>COURSE TITLE</b>	CONSUMER BEHAVIOUR		
<b>INDEPENDENT TEACHING ACTIVITIES</b>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
Lectures, Essay, Presentation	3	6	
<b>COURSE TYPE</b>	Selective		
<b>PREREQUISITE COURSES:</b>	No		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	Greek		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE WEBSITE (URL)</b>	<a href="https://openeclass.uom.gr/courses/INTER1108/">https://openeclass.uom.gr/courses/INTER1108/</a>		

### 2. LEARNING OUTCOMES

<p><b>Learning outcomes</b></p> <p>The course studies and analyzes the consumer as a 'decision maker'. Emphasis is placed on the strategic implications of the psychological and social influences that the consumer receives during the decision-making process. Understanding consumer behavior is used by modern marketers in designing strategic marketing programs as well as in the successful design and promotion of products and services. Modules covered in the course include: the decision-making process, information processing, perception, brand attachment, product involvement, measuring and changing attitudes, interpersonal influences on consumer behavior, purchasing behavior and choice store, and finally market segmentation applications, product placement and display. Purpose of the course</p> <p>Administrative Details</p> <p>a) During the course, the practical approach of various modules and topics by business executives directly related to the subject of Consumer Behavior and Strategic Marketing due to the position they hold in their professional field is foreseen and encouraged. Special emphasis will be given during the courses to the development and analysis of Case Studies - Investigating Problems (Case Studies). Each meeting will include Case Analysis, discussion, questions as well as other immediate topics of interest to the class. Students are asked to be prepared at each meeting to discuss the week's case study. The assignment of the Case Study (case study) for discussion will be done at least one week before the date set for discussion.</p> <p>b) Systematic and active monitoring and participation in the course discussions is essential. Qualitative feedback improves and promotes understanding of concepts and given situations.</p> <p>c) The final written exam will cover all the course material (unless otherwise announced) and will include the following: Multiple choice questions, Short and/or longer reports (essays), one or more case studies.</p> <p>d) Each analysis-presentation of the work structure must be in ppt file format. Presentations are scheduled for weeks 8, 9, 10.</p> <p>e) The group work in its final form must be typed (pages of text, 1 1/2 spacing, Times New Roman 12, 3000-5000 words) with as many additional pages of tables, diagrams as deemed necessary by the group. Its delivery is scheduled for week 12.</p> <p>f) Additional information on the preparation of the tasks in the files "Instructions for writing Group Work" and "Instructions for presenting the Structure of Group Work" which you will find in the location Documents / help-ergasies / OMADIKH_ergasia</p> <p>g) Registration of students on the course website is necessary <a href="https://openeclass.uom.gr">openeclass.uom.gr</a>. There you will find various article packs, the lectures in pdf format, as well as material and instructions for preparing the assignments.</p>
<p><b>General Competences</b></p> <p>The course is designed to: a) build a theoretical framework of consumer behavior and b) help to better understand the consumer and the applications of the cognitive object of consumer behavior in strategic marketing management. In this way, the graduate student contributes to the strengthening of team spirit in the classroom by familiarizing himself with issues of group coordination and completion of a project, at the same time he strengthens the background of the graduate students in matters of decision-making related to demand analysis and more specifically Consumer Behavior and the generation of new research ideas and the description of new trends in the use of digital technologies in the process of interpreting consumer behavior.</p>

### 3. SYLLABUS

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### 4. TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY.</b>	Face-to-face, Distance learning	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	The course is based on Personal computer use, multimedia applications and Internet use (openeclass platform etc.)	
<b>TEACHING METHODS</b>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	39 hours
	Exercises in eclass	5 hours
	Assignment writing and improvements	15 hours
	<b>Course total</b>	<b>59 hours</b>
<b>STUDENT PERFORMANCE EVALUATION</b>	The process The teachers follow traditional methods of theoretical concepts using examples as well as case studies to analyze specific issues. Participation and exchange of views are considered necessary for the achievement of educational goals. Particular emphasis is placed on the preparation and presentation of assignments, because the effectiveness of self-directed learning of the postgraduate student is considered indisputable. Student assessment 1. Presentation of the structure of the assignment (10%) 2. Writing and presentation of group work (40%) 3. Final exams (50%) Postgraduate students are supported by <i>openeclass</i> asynchronous platform in describing how to develop assignments, lectures and their monitoring, announcements about subjects such as exams, exam material, etc.	

### 5. ATTACHED BIBLIOGRAPHY

#### Suggested Bibliography: Indicative Bibliography

- Siomkos G. (2016), Consumer Behavior, Publishing Organization Livani SA, Athens..
- Siomkos G. (2011), Consumer Behavior & Marketing Strategy, A. Stamoulis Publications (3rd edition).
- Baltas, G. & Papastathopoulou Polina (2011) Consumer Behavior: Principles – Strategies – Applications, Rosili Publications, Athens
- Churchill, G.A. (1995) Marketing Research: Methodological Foundation, Dryden Press, USA (6th ).
- Hawkins, D.I., R.J. Best & K.A. Coneyth(2004) Consumer Behavior Building Marketing Strategy, McGraw-Hill/Irwin (9 ed.), ISBN: 0072865490
- Peter J.P. & J.C. Olson (2004), Consumer Behavior & Marketing Strategy, International edition (7th ), NY, USA: McGraw-Hill/Irwin (7th ed.).
- Peter P.J., Olson J., Grunert G.K., 1999, Consumer Behavior and Marketing Strategy, European Edition, McGraw Hill
- Schiffman L., Bednall D., Cowley E., O'Cass A., Watson J., Kanuk L. , 2001, Consumer Behavior, 2nd Edition, Prentice Hall.
- Solomon M., Bamossy G., Askegaard S., 2002, Consumer Behavior: A European Perspective, 2nd Edition, Financial Times, Prentice Hall.
- Solomon M.R. 2002, Consumer Behavior, International Edition, Prentice Hall
- Solomon, M. R. (1996) Consumer Behavior, Prentice Hall, International Editions Edition, Stamouli Publications AE, Athens.

#### Related scientific journals:

- Advances in Consumer Research
- Journal of Consumer Behavior
- Journal of Consumer Psychology
- Journal of Consumer Research
- Psychology and Marketing