

CONSUMER BEHAVIOUR

Course code	<i>MNG106</i>
Compulsory in the programmes	<i>Consumer Behaviour</i>
Level of studies	<i>Bachelor Studies</i>
Number of credits	<i>6 ECTS: 48h lectures and seminars, 112h self-study, 6h consultations</i>
Course coordinator (title and name)	<i>Dr. Chiara Marinelli and guest lecturers</i>
Prerequisites	<i>N.A.</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

This course offers students a comprehensive and critical understanding of current research in the field of consumer behaviour, with the goal of providing them with the main concepts and practical tools to apply academic knowledge to real case scenarios. It combines theoretical insight with practical application through a mix of lectures and seminars delivered in person.

Lectures

Lectures will introduce students to key theories and concepts in consumer behaviour, psychology and marketing. These will cover how consumers process information and make decisions, the main factors influencing these processes, and the latest developments in the field of consumer behaviour. Theoretical content will be enriched with real-world examples and guest lectures, encouraging students to reflect on course topics in practice and actively participate in class.

Seminars

Seminars will be integrated within the lecture schedule and will involve empirical work and group discussions based on lecture topics. Students will work in groups to analyse real market cases and will be engaged in workshop activities, with the aim of connecting academic theories to real-world applications. Students will then present and discuss their analyses with the rest of the class, fostering peer learning and consolidating in practice the content of the lectures.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1: Will be able to explain foundational theories, models, findings and concepts in consumer behaviour literature.	BLO1.1.	Exam, groupwork project	Lectures, in-class discussions, groupwork project, individual study
CLO2: Will be able to independently retrieve relevant consumer behaviour research articles and to critically reflect upon that literature.	BLO1.1. BLO1.2	Class participation, groupwork project	In-class discussions, groupwork project, individual study

CLO3. Will be able to conduct basic empirical consumer behaviour groupwork, analyze and interpret the results of that research.	BLO1.1. BLO1.2 BLO3.1 BLO2.1	Groupwork proiect	Lectures, groupwork project, individual study
CLO4. Will be able to formulate credible and meaningful real-life applications of the notions covered in the course for the application to real-world cases.	BLO1.2 BLO4.1	Exam, class participation, groupwork project	Lectures, in-class discussions, groupwork project, individual study
CLO5. Will be able to critically assess consumer behaviour and marketing strategies from a consumer-centric perspective.	BLO1.2 BLO4.1	Exam, class participation, groupwork project	Lectures, in-class discussions, groupwork project, individual study
CLO6. Will be able to write a consumer behaviour report and present research results for both a specialist and layman audience.	BLO1.1. BLO2.1 BLO4.1 BLO4.3	Groupwork project	Guest lectures, groupwork project, individual study

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism rules, are fully applicable and will be strictly enforced in the course. Academic dishonesty and cheating can and will lead to a report to the ISM Committee of Ethics. Concerning remote learning, ISM reminds students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Associated Material
Topic 1: Introduction to the course and the discipline - research methods in consumer behaviour	4	Slides, indicated textbook material (see below)
Topic 2: Information processing I : perception and attention	4	Slides, indicated textbook material (see below)
Topic 3: Information processing II : memory and learning	4	Slides, indicated textbook material (see below)
Topic 4: Guest lecture	4	To be determined by the guest lecturer
Topic 5: Information processing III: attitude and attitude change	4	Slides, indicated textbook material (see below)
Topic 6: Motivation and the self	4	Slides, indicated textbook material (see below)
Topic 7: Culture and social influences	4	Slides, indicated textbook material (see below)
Topic 8: Guest lecture	4	To be determined by the guest lecturer

Topic 9: Decision making and the customer journey	4	Slides, indicated textbook material (see below)
Topic 10: Trends in consumer behaviour: the move to digital and sustainability	4	Slides, indicated textbook material (see below)
Topic 11: Management and marketing tools for consumer behaviour	4	Slides, indicated textbook material (see below)
Course recap and wrap-up	4	N.A.
	Total: 48 hours	
CONSULTATIONS	6	
FINAL EXAM	2	Topics 1-10

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 30%</i>	
Groupwork project	30
<i>Individual Components 70%</i>	
Final exam	70
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT**1. Final exam (70% of the final grade)**

The **final exam** (90 minutes) will count for **70%** of the final grade and will cover topics 1 to 11 (including the material of guest lecture(s), if available). The exam will be in a written form and consist of multiple choice questions assessing students' preparation on all the concepts covered in the course.

2. Groupwork project (30% of final grade)

As part of the course evaluation, students will have to conduct a consumer behaviour groupwork project. Students will work in groups of 5 to 10 people (depending on the size of the class) and produce a written report analysing a brand through the lens of the consumer behaviour concepts covered in the course. They will also have the opportunity to propose strategies for improvement and provide managerial advice, showing potential for real-word implementation. Students are expected to support their analysis with references and concrete examples. The report will be due later during the semester and will be evaluated based on the depth of analysis, the application of course concepts and writing quality. During the first lecture of the course, all necessary information pertaining to the groups, the project and the report will be provided (e.g., brands, format of the report, submission deadline, evaluation criteria etc.). The teacher will be available to give feedback and assist during the project design and preparation. Note that it is necessary to work on the research project mostly outside classes.

3. Retake exam

If the student receives a failing final grade, (s)he is granted the right to retake the exam during the re-sit week. The retake exam will cover only the part (groupwork project or final written exam) in which the student received a failing grade. The format will be the same as the original exam for that part. The grade obtained in the retake will replace the previous grade for that section and will be used to recalculate the final grade, based on the updated average of the two components. If the student fails in both

parts of the evaluation, (s)he will retake the exam as a whole (groupwork project the final written exam), and the grade and will replace the marks of the two separate parts of the exam.

LECTURE MATERIAL - READINGS

The lectures are funded on selected topics from the following textbook material indicated within PowerPoint presentations:

Solomon, M. R., & Russell, C. A. (2024). *Consumer Behavior: Buying, Having, and Being*. 14th edition. Pearson. (*Note: this is the last edition of the book, but older versions of it are fine*).

PowerPoint presentations of the teaching material will be made available for download after each lecture. The slides are the intellectual property of the teacher and students should not distribute or duplicate these without written consent from the teacher.

Due to the dynamic nature of the course, additional or different materials may be assigned. Academic articles will be suggested as non-compulsory material associated to each lecture, as suggestions for further reading, to deepen the lecture topics and/or for personal interest.

USE OF AI TOOLS

All course participants must comply with the ISM University of Management and Economics Artificial Intelligence Policy published on the e-learning platform.

Concerning the Groupwork project, students may use AI tools to enhance their understanding of topics, identify relevant theories, and find applicable examples. AI-generated information must be cross-verified with credible sources. AI tools may also be used to improve efficiency in working with documents sources and improve the quality of written English, including grammar and style. AI-generated content is not considered a reliable academic source and should not be cited as such. The submitted report must be written by the student. The inclusion of AI-generated text in the final submission is not permitted. Any use of AI tools beyond the purposes specified above must be aligned with the course instructor. More detailed guidance may be provided together with the groupwork instructions.

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes:

International Business and Communication,

Business Management and Marketing,

Finance,

Industrial Technology Management,

Entrepreneurship and Innovation

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper