

**SYLLABUS**

# **Consumer behaviour 7.5 credits M0036N**

**Konsumentbeteende**

**Course syllabus admitted: Autumn 2023 Sp 1 - Present**

DECISION DATE  
**2021-02-17**

# Consumer behaviour 7.5 credits M0036N

## Konsumentbeteende

### First cycle, M0036N

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G VG	Företagsekonomi	Business Administration

### Main field of study

Business Administration

## Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language and completed courses of at least 30 credits in the subject area Business Administration with at least the grade Pass. This must include the following course: Principles of Marketing (M0015N) 7,5 credits, or equivalent knowledge. Good knowledge in English, equivalent to English 6.

## Selection

The selection is based on 1-165 credits.

## Course Aim

After passing the course, the student should be able to:

Knowledge and understanding

1. Describe and explain key concepts, theories and models related to consumer behavior.

Competence and skills

2. Apply tools and concepts related to consumer behavior in order to analyze different types of consumers, as well as buying and consumption situations.
3. Analyze advertisements presented by marketers in different media channels, taking a consumer behavior perspective.
4. Conduct and report a small-scale empirical study, based on appropriate theories/models.
5. Identify and analyze the implications different aspects of consumer behavior could have on companies' marketing practices.

Judgement and approach

6. Analyze and evaluate consumer behavior from a sustainability perspective, with the help of theories and research within the area.
7. Apply an analytical approach to define problems in consumer behavior and critically reflect upon companies' marketing practices.
8. Critically reflect on one's own learning within the subject area of the course.

## Contents

In marketing, the importance of having a customer focus is strongly emphasized. Understanding consumers' wants, needs, and motivations is essential in order to influence attitudes and increase loyalty. The course aims to provide in-depth knowledge of consumer behavior in different situations, and how this can be influenced or changed. Areas covered in the course include for example: perceptions, the self, motivations, personality, decision-making, attitudes, consumption cultures, and sustainable consumption. The course also highlights the importance of different aspects of consumer behavior for marketing, both at a strategic and tactical level.

## Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

This course includes lectures, seminars, individual assignments, and group assignments. Students will practice independent work with individual assignments, as well working in small teams. The students will practice problem solving and collaboration capabilities through a group assignment. They will work on a group project that prepares them for the upcoming thesis, as they will design, conduct and present a small-scale empirical study. During lectures, the students get to engage in group discussions that help them to critically analyze current topics, such as sustainability, connected to consumer behavior.

The course is given in English; thus, students will practice their ability to communicate in spoken and written English.

## Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. The course is assessed through both individual and group assignments.

Course aims 1-3 are assessed through an individual written take-home exam.

Course aims 4-7 are assessed through written group assignment, oral group presentation and seminar.

Course aim 8 is assessed through an individual assignment.

Active participation and attendance at the mandatory seminars is required to pass the course.

## Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

## Remarks

Students must register for the courses themselves, or contact ETKS educational administration [eduetks@ltu.se](mailto:eduetks@ltu.se), no later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

Due to overlap, the course cannot be included in the degree together with IEM042, IEM027 or other course with similar content.

## Course offered by

Department of Social Sciences, Technology and Arts

## Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0001	Written take-home exam	U G#	2	Mandatory	A21	
0002	Written group assignment	U G VG	4	Mandatory	A21	
0003	Oral group presentation and seminar	U G#	1	Mandatory	A21	
0004	Individual assignment	U G#	0.5	Mandatory	A21	

## Syllabus established

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2021-02-17