

23.

Course title	Consumer Behaviour			
Course code	MRKT220			
Course type	Theoretical, Elective Course (Required Group B)			
Level	Undergraduate			
Year / Semester	Year 2 Semester 4			
Teacher's name	Kalatha Andria			
ECTS	6	Lectures / week	3	Laboratories / week
Course purpose and objectives	The purpose of the course is for students to understand the role of consumer behaviour as a central point for planning, developing and implementing successful marketing strategies. With an emphasis on developing a variety of useful skills, the course prepares students for a successful career in brand development and management, advertising and consumer research.			
Learning outcomes	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> • Gain knowledge of the terminology, methods, trends and concepts of Consumer Behaviour. • Understand the fundamental modern principles and theories of Consumer Behaviour as they apply to international and domestic Marketing. • Apply Consumer Behaviour skills and abilities in their professional lives, demonstrating: <ul style="list-style-type: none"> • the dynamic interaction of the emotions, knowledge and behaviour of their customers. • the process of building customer needs. • ability to apply the theory of the level of involvement and high involvement purchase theory during their negotiations and interactions with the client • Know ways and methods of satisfying and retaining their customers 			
Prerequisites	MRKT217 Principles of Marketing	Required	MRKT219 Selling and sales management	
Course content	<p><u>Introduction to Consumer Behavior</u></p> <ul style="list-style-type: none"> • Introduction to Consumer Behaviour: The Study and Research of Consumer Behaviour • Consumer Decision Making: Models of Consumer Decision Making and the Processing of Brand Evaluation Information • Consumer Perception & Marketing Strategy: Functions of Selective Perception and Perceptual Mapping • Blending, Learning & Consumer Engagement: Product Placement and Blending 			

	<ul style="list-style-type: none"> • Marketing Strategies for converting involvement (from low to high), Attitude Formation, Measurement & Change: Theories of Attitude Formation and Measurement, Attitude-Behaviour Relationship • Consumer Demographic Characteristics: Main Demographic Trends and Demographic Analysis Methods in Marketing • Consumer Psychographic Characteristics: Lifestyle Typologies and Values and Value Systems • Market Segmentation and Product Positioning • Consumer Behaviour Research: Data Collection Methods • Effects of Culture and Social Classes • Group Influences and Reference Groups, Opinion Leaders and Product Diffusion Process • Circumstance Effects • Marketing and Advertising Communications • Customer Satisfaction and Retention.
Teaching methodology	Lectures, demonstrations, discussions, group exercises and assignments, visits, demonstrations from visitors.
Bibliography	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Μπάλτας, Γ., Παπασταθοπούλου, Π. (2013). <i>Συμπεριφορά καταναλωτή</i>. 2^η Έκδοση. Εκδοτικός Οίκος Rosili. ISBN: 978-960-7745-30-9. • Σιώμκος, Γ. Ι. (2011). <i>Συμπεριφορά Καταναλωτή και Στρατηγική Μάρκετινγκ</i>. 3^η Έκδοση. Εκδόσεις Σταμούλη: Αθήνα. ISBN: 978-9603514565. • Solomon, M. R. (2020). <i>Συμπεριφορά καταναλωτή: Αγοράζοντας, έχοντας και ζώντας</i>. 11^η Έκδοση. Τζιόλα. ISBN 978-960-418-507-8. <p>English Bibliography:</p> <ul style="list-style-type: none"> • Mothersbaugh, D. L., Hawkins, D. I., Kleiser, S. B. (2020). <i>Consumer Behavior: Building Marketing Strategy</i>. 15th Edition. McGraw - Hill Education. ISBN: 978-1-260-56648-2 • Solomon, M. R., Bamossy, G. (2016). <i>Consumer Behavior: A European perspective</i>. 6th Edition. Pearson. ISBN: 978-1292116722. • Solomon, M. R. (2012). <i>Consumer Behavior: Buying, having, and being</i>. Prentice Hall. ISBN: 9780132671842.
Assessment	<ul style="list-style-type: none"> • Attendance and Class Participation: 10% • Assignments: 40% • Final Written Examination: 50%
Language	English or Greek