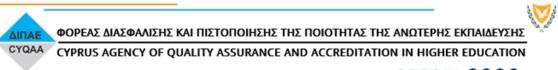
23.

| 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.   |                         |         |                                      |  |
|                               | After the completion of the course students are expected to:   |                         |         |                                      |  |
| Learning outcomes             | <ul> <li>Gain knowledge of the terminology, methods, trends and concepts of Consumer Behaviour.</li> <li>Understand the fundamental modern principles and theories of Consumer Behaviour as they apply to international and domestic Marketing.</li> <li>Apply Consumer Behaviour skills and abilities in their professional lives, demonstrating:         <ul> <li>the dynamic interaction of the emotions, knowledge and behaviour of their customers.</li> <li>the process of building customer needs.</li> <li>ability to apply the theory of the level of involvement and high involvement purchase theory during their negotiations and interactions with the client</li> </ul> </li> <li>Know ways and methods of satisfying and retaining their customers</li> </ul> |                         |         |                                      |  |
| Prerequisites                 | MRKT217  | Principles of Marketing | Require | MRKT219 Selling and sales management |  |
| Course content                | <ul> <li>Introduction to Consumer Behavior</li> <li>Introduction to Consumer Behaviour: The Study and Research of Consumer Behaviour</li> <li>Consumer Decision Making: Models of Consumer Decision Making and the Processing of Brand Evaluation Information</li> <li>Consumer Perception &amp; Marketing Strategy: Functions of Selective Perception and Perceptual Mapping</li> <li>Blending, Learning &amp; Consumer Engagement: Product Placement and Blending</li> </ul>   |                         |         |                                      |  |





|                      | <ul> <li>Marketing Strategies for converting involvement (from low to high),         Attitude Formation, Measurement &amp; Change: Theories of Attitude         Formation and Measurement, Attitude-Behaviour Relationship</li> <li>Consumer Demographic Characteristics: Main Demographic Trends and         Demographic Analysis Methods in Marketing</li> <li>Consumer Psychographic Characteristics: Lifestyle Typologies and Values         and Value Systems</li> <li>Market Segmentation and Product Positioning</li> <li>Consumer Behaviour Research: Data Collection Methods</li> <li>Effects of Culture and Social Classes</li> <li>Group Influences and Reference Groups, Opinion Leaders and Product         Diffusion Process</li> <li>Circumstance Effects</li> <li>Marketing and Advertising Communications</li> <li>Customer Satisfaction and Retention.</li> </ul>   |  |  |
|----------------------|---|--|--|
| Teaching methodology | Lectures, demonstrations, discussions, group exercises and assignments, visits, demonstrations from visitors.   |  |  |
| Bibliography         | <ul> <li>Mπάλτας, Γ., Παπασταθοπούλου, Π. (2013). Συμπεριφορά καταναλωτή. 2<sup>η</sup> Έκδοση. Εκδοτικός Οίκος Rosili. ISBN: 978-960-7745-30-9.</li> <li>Σιώμκος, Γ. Ι. (2011). Συμπεριφορά Καταναλωτή και Στρατηγική Μάρκετινγκ. 3<sup>η</sup> Έκδοση. Εκδόσεις Σταμούλη: Αθήνα. ISBN: 978-9603514565.</li> <li>Solomon, M. R. (2020). Συμπεριφορά καταναλωτή: Αγοράζοντας, έχοντας και ζώντας. 11<sup>η</sup> Έκδοση. Τζιόλα. ISBN 978-960-418-507-8.</li> <li>English Bibliography:</li> <li>Mothersbaught, D. L., Hawkins, D. I., Kleiser, S. B. (2020). Consumer Bahavior: Building Marketing Strategy. 15<sup>th</sup> Edition. McGraw - Hill Education. ISBN: 978-1-260-56648-2</li> <li>Solomon, M. R., Bamossy, G. (2016). Consumer Behavior: A European perspective. 6<sup>th</sup> Edition. Pearson. ISBN: 978-1292116722.</li> <li>Solomon, M. R. (2012). Consumer Behavior: Buying, having, and being. Prentice Hall. ISBN: 9780132671842.</li> </ul> |  |  |
| Assessment           | <ul> <li>Attendance and Class Participation: 10%</li> <li>Assignments: 40%</li> <li>Final Written Examination: 50%</li> </ul>   |  |  |
| Language             | English or Greek  |  |  |