

SYLLABUS for the course

Basic data for the course	
Academic unit:	Faculty of Economy
Title of the course:	Consumer Behaviour
Level:	Master
Status of the course:	Compulsory
Year of studies:	III
Number of hours per week:	3+0
ECTS credits:	8
Time/location:	Summer semester, academic year 2018/2019, Prishtinë
Tutor:	Hykmete Bajrami, PhD
Tutor's contact details:	Tel: +383 (0) 45 300 351 Email: hykmete.bajrami@uni-pr.edu
Content of the course	<p>Consumer behaviour is the study of individuals, groups and organizations as well as all their activities related to the purchase, use and disposal of goods and services, including emotional, mental responses and consumer behaviours that precede or follow these activities. Consumer Behaviour emerged in the 1940s and 1950s as a separate marketing sub-discipline. Consumer behaviour is a subject that studies why and how consumers make certain decisions and how their behaviours vary under the influence of certain factors. The course focuses heavily on the influence of the psychological factors of consumers, external factors and situations, the situation the customer can find whenever he or she decides to buy or to consume/use something. It should be noted that the subject does not only study the act of acquiring but also studies the process before and after the purchase, and even studies how possession or lack of things can affect consumer behaviour in general</p>
Course's objectives:	<p>The course helps to understand and explain the way consumers think, feel, and act when purchasing decisions are made and also consumer patterns, and how they are affected by the environment. This enables organizations to prepare strategies and create effective marketing programs. This course will help students get a holistic view of the buyer, help students acquire knowledge on different frame models in understanding the behavior of the consumer and be able to prepare better and appropriate marketing strategies. Consumer behavior creates an opportunity to better understand why consumers choose certain products and companies, what is happening in the business world, why someone is successful and others are not. If companies have information on what factors affect</p>

	<p>consumers' behavior and how they affect them, then they can tailor better products and services for them. This serves as a first step in policy making and making appropriate marketing decisions.</p> <p>The course gives the most advanced model to understand consumer decision making, which serves as a program for the success of businesses in the market economy and in the time of hyper competition.</p>		
The expected outcomes:	<p>At the end of this course students will be able to:</p> <ul style="list-style-type: none"> • To recognize the importance of consumer behaviour and use this knowledge in favour of businesses, • Know the process of consumer decisions making, • Recognize the individual factors that determine consumer behaviour, • Recognize the environmental impact on consumer behaviour, • Recognize the impacts on consumer behaviour • Demonstrate knowledge of theories of consumer behaviour patterns • To apply theoretical models of consumer behaviour to real world problems • Describe patterns of consumer behaviour and use them to identify and effectively target market segments • Describe the socio-cultural forces affecting consumer behaviour 		
The students' workload (<i>hours per semester, ECTS</i>)			
Activity	Activity	Activity	Total
Lectures	3	15	45
Seminars (theoretical and practical)			
Case studies	2	15	15
Direct contact with tutor	2	15	15
Field research			
Colloquiums	2	10	20
Homework			
Individual study (at library or at home)	2	15	30
Final preparation for the exam	2	15	30
Evaluation			15
Projects, presentation etc.	2	15	30
Totali			200
Teaching methods:	<p>Each week, 2 hours of lectures and 1 hour of tutorials are organised. Case studies and homework are given after each lecture for students to study and research in their own time. Results from such activities are then discussed in the following week. Students are being encouraged to follow the current developments in the</p>		

	<p>trends of consumer behaviour and in the economy in general, through reading relevant articles, economic newspapers and other materials. They can identify issues/topics for discussions from such readings. Essays prepared by students are then discussed. Individual and group presentations are also encouraged.</p> <p>In particular, students are asked to prepare short essays and presentations regarding consumer behaviour in the country.</p>
Assessment methods:	<p>In order to have a fair and appropriate assessment of students throughout the semester, the final mark consists of points that students earned in all activities throughout the semester in lectures, seminars, presentations, essays etc. These are calculated as follows:</p> <ul style="list-style-type: none"> - Lecture attendance 10% - Activity and essay 10% - Reading and commenting articles 10% - Final exam 10 % - Total 70% <p>The following aspects are being considered during the assessment:</p> <ul style="list-style-type: none"> - The interpretation of the topic, - The depth of understanding the topic, - The use of literature, - Evaluation of the evidence, - Critical analysis and - The logic of building arguments. <p>In addition, the following are also considered toward the final mark:</p> <ul style="list-style-type: none"> - Academic writing, - Presentation of data and references, - The length of writing and - Overall presentation.
Literature	
Basic literature:	<ol style="list-style-type: none"> 1. Hykmete Bajrami, Ligjerata të autorizuar, 2018 2. Semiha Loca, Sjellja konsumatore, 2006 3. Vjollca Bakiu, Sjellje konsumatore, 2007 4. Artan Xh. Duka, Sjellja konsumator, 1999
Additional literature:	<ol style="list-style-type: none"> 5. Sangeeta Sahney, Associate Professor Consumer Behaviour, Oxford University Press, 2017 6. Michael Solomon, Gary Bamossy, Soren Askegaard, Margaret K. Hogg – Consumer Behaviour, 2006 7. Roger D. Blackwell, Paul W. Miniard, James F. Engel – Consumer Behavior, 2006. 8. Williams L. Wilke, Consumer Behavior, 1986.

The detailed plan of work:	
Week	Topic

Week 1	Introduction to Consumer Behaviour Study
Week 2	Market Research and Consumer Behaviour
Week 3	Market segmentation and positioning
Week 4	Consumer decision making process
Week 5	Consumer models and consumer behaviour patterns
Week 6	The needs and motivation of consumers, emotions, the state of the customer and the involvement of the customer
Week 7	Learning
Week 8	Personality, self-concept and self-image
Week 9	Consumer perception, imaginary and risk
Week 10	Customer attitudes
Week 11	Customer communication
Week 12	Consumer groups, reference groups, family and family life cycle
Week 13	Social classes and movement, lifestyle
Week 14	Culture, Subculture and Crossing Cultures
Week 15	Interpersonal communication and opinion leaders' influences

Academic policies and code of conduct:

Participation in lectures and tutorials is mandatory. Students are encouraged to always seek explanations during lectures and tutorials. The teacher will be available for additional clarifications and student consultations. Students are obliged to read at least the literature they are asked, after each lecture and to perform the tasks and essays given. Students are not obligated to undergo assessments during the semester. Students are encouraged to attend media discussions and social networks related to this subject and to open discussions about them. The student should be mindful and respect the institution and the study rules. It should respect the schedule of lectures, tutorials and be attentive to the lectures. It is obligatory possession and presentation of the ID card in tests and examination. During the preparation of seminar papers, the student must adhere to the instructions given by the teacher for the research and technical accomplishment of the work.