

Title of the Course		CONSUMERS' BEHAVIOUR IN THE MARKET	
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Marketing		
Science Sector	Economics		
Science Subsector	Marketing		
Summary of academic hours		Amount (academic hours)	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		14	
Individual work/ discussions in distance		16	
Exams/tests		2	
1 <sup>st</sup> level professional study programme	Marketing and Trade		
Author(s) of the course	Toms Kreicbergs		
Lecturer(s) of the course	Toms Kreicbergs		
Goal of the course:	To develop more explicit understanding about interrelation of consumers' behaviour and factors affecting it in order to use the gained knowledge in planning the marketing activities. To improve the skills to justify one's thoughts using appropriate theory and practical examples.		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 50% Exam/test – 50% <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i> <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i>		
Study Results			
1. Knowledge: 1.1.A student describes the model of consumers' behaviour and factors affecting it;			
2. Skills: 2.1. A student justifies own opinion when responding to questions about consumers' behaviour in the market, can make conclusion based on the theories and practical examples;			
2.2. A student does research on consumers' behaviour.			
3. Competences: 3.1. A student identifies problems in marketing, which are connected to complex consumers' behaviour;			
3.2. A student explains the psychological aspects of consumers' behaviour;			
3.3. A student explains the consumers' decision-making process;			
3.4. A student develops effective communication with a consumer;			
3.5. A student solves different complicated situations in connection to the consumers' behaviour in the market, proposes suggestions.			
Content of the Course			

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self- assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E- studies	Exam
1.	Introduction to consumers' behaviour	8	40	14	16	2
2.	Model of consumers' behaviour and affecting factors					
3.	Consumers' decision-making					
4.	Cultural and social factors of consumers' behaviour					
5.	Psychological factors of consumers' behaviour					
6.	Consumers' research					
7.	Communication with a consumer					
8.	Consumers' behaviour in the business market					
<b>TOTAL:</b>		8	40	14	16	2
<b>80</b>						

**Mastering the course and successfully passing examination, student is capable of** (*knowledge, skills and competencies*)

Study Results:	Evaluation Criteria		
	(40-69%)	(70-89%)	(90-100%)
<b>Knowledge</b>	To name and recognise terms	To define and recognise terminology	To understand and offer a solution to a problem-situation
<b>Skills</b>	To use and justify usage of terms	To evaluate and analyse usage of terms in practice	To synthesize, model and discuss about real problem-situations
<b>Competences</b>	Responsibility, initiative, creativity during evaluation of real problem-situations	Decision-making, critical thinking during real problem-situations, presentations skills during offering	Organisation and planning skills, self-discipline during solving different complexity issues

		solutions to real problem-situations	and ability to make informed decisions
<b>Acknowledgement of the obtained study results</b>			
<b>Study Results</b>	<b>1.</b>	<b>2.</b>	<b>3.</b>
<b>Evaluation Method</b>			
Moodle discussions/tasks	X	X	X
Exam	X	X	X

<b>Core Literature</b>	
1.	Sassatelli, R. (2007). <i>Consumer culture - History, theory, politics</i> . Sage Publications
2.	Southerton, D. (2011). <i>Encyclopedia of consumer culture</i> . Sage Publications
3.	Szmigin, I., & Piacentini, M. (2015). <i>Consumer behavior</i> . Oxford University Press.
<b>Additional Literature</b>	
1.	Denzin, N., & Lincoln, Y. (2003). <i>Strategies of qualitative inquiry</i> (2nd ed.). Thousand Oaks, California: Sage Publications Inc.
2.	Fairclough, N. (2003). <i>Analysis discourse textual analysis for social research</i> . London: Routledge
3.	Solomon, M. (2007). <i>Consumer Behaviour- Buying, having and being</i> (7th ed.). Pierson Prentice Hall.