

## Consumer Behavior

<b>Course Title</b>	Consumer Behavior											
<b>Course Code</b>	TMKT-220											
<b>Course Type</b>	This course serves as both Elective and Requirement, according to the program.											
	<table border="1"> <tr> <td>Hospitality Bachelor</td> <td>Business Elective</td> </tr> <tr> <td>Business Diploma/Bachelor</td> <td>Business Elective</td> </tr> <tr> <td>Hospitality/Business Bachelor</td> <td>Liberal Arts Elective</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor	Business Elective	Business Diploma/Bachelor	Business Elective	Hospitality/Business Bachelor	Liberal Arts Elective	All Programs	General Elective		
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Hospitality/Business Bachelor	Liberal Arts Elective											
All Programs	General Elective											
<b>Level</b>	Bachelor (1 <sup>st</sup> Cycle)											
<b>Year / Semester</b>	Year 3, A' Semester											
<b>Teacher's Name</b>	Dr Nicos Anastasiou											
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>								
<b>Course Purpose and Objectives</b>	The basic objective of the course is to familiarize students with the key concepts of consumer behaviour. Particular emphasis will be placed on the practical application of these concepts to marketing practice as well as on consumer behaviour research.											
<b>Learning Outcomes</b>	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Identify the different consumer behaviors and the impact on the purchasing decisions and marketing strategy.</li> <li>2. Explain the influence of the conditions, personality, lifestyle and psychographics on the consumers' behavior.</li> <li>3. Analyze the decision making process, group influence and opinion leadership.</li> <li>4. Apply theories and concepts of consumer behavior to formulate marketing practices.</li> </ol>											
<b>Prerequisites</b>	TMKT – 100 Marketing Principles		<b>Required</b>									

<b>Course Content</b>	<ol style="list-style-type: none"> <li>1. Consumers in the market place and their impact on marketing strategy</li> <li>2. Consumers as individuals</li> <li>3. Motivation and values</li> <li>4. Personality, lifestyle and psychographics, forming and changing attitudes, and the power of persuasion</li> <li>5. Consumers as decision makers</li> <li>6. Steps in the decision - making process</li> <li>7. Buying and disposing, the shopping environment</li> <li>8. Group influence and opinion leadership, reference groups</li> <li>9. Organizational and household decision making</li> <li>10. Income and social class, consumer spending and economic behavior</li> <li>11. Cultural and ethnic influences, subcultures and consumer identity.</li> </ol>								
<b>Teaching Methodology</b>	The course is delivered through lectures, exercises, case studies and group discussions.								
<b>Mode of delivery</b>	Face to face.								
<b>Bibliography</b>	<p><b>Required</b></p> <ol style="list-style-type: none"> <li>1. Solomon M. R., (2011) <i>Consumer Behaviour, Buying, Having and Being</i>, (8th ed.), Prentice Hall.</li> </ol> <p><b>Recommended</b></p> <ol style="list-style-type: none"> <li>1. Schiffman L., &amp; Kanuk L.(2010), <i>Consumer Behaviour: Global Edition</i>, 10th ed., Pearson Higher Education.</li> <li>2. Blackwell R. D., Miniard P.W, Engel J. F.,(2006), <i>Consumer Behaviour</i>, Thomson South-Western.</li> <li>3. Mowen J. C., &amp; Minor M. S.,(2001), <i>Consumer Behaviour, A Framework</i>, Prentice Hall.</li> <li>4. Readings from periodicals: <i>Harvard Business Review</i>, Business week etc.</li> </ol>								
<b>Assessment</b>	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="547 1594 1398 1850"> <tr> <td>30 – 50 %</td> <td>Final Exam</td> </tr> <tr> <td>20 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>10 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance &amp; Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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<b>Language</b>	English								