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| Course Title | Consumer Behavior | | | | |
| Course Code | MBAD 200 | | | | |
| Course Type | COMPULSORY FOR THE CONCENTRATION (ELECTIVE) | | | | |
| Level | MASTER | | | | |
| Year / Semester | YEAR 2 / SEMESTER 4 or 5 | | | | |
| Teacher's Name | Pantelitsa Eteokleous/Avros Morphitis | | | | |
| ECTS | 6 | Lectures / week | 3 | Laboratories / week | |
| Course Purpose and Objectives | <p>The contemporary marketing concept emphasizes a customer-centric approach. It places the success of the company on the ability of the firm to identify, address and satisfy customer current and latent needs and wants. The ultimate aim is to retain the customer and built life time value and relationships.</p> <p>Consumers today are in the middle of abundance of product and service offerings, have almost unlimited access to information, and are technologically educated. As a result, companies today that operate in a globalized, highly volatile market environment are looking for ways to survive, compete and grow. They will do so by entering new markets, offering new products and services, and communicating with their customers with unique ways using a variety of methods (incl. digital and direct marketing).</p> <p>Thus, the study of consumer behavior is critical for corporations to offer value to their customers and build efficient and effective marketing strategies and programs. This field enables the in-depth understanding of the factors influencing the purchasing process of consumers. It covers all steps from need identification, consumer's search and acquisition of information about a product or a service, purchase, consumption, disposal, and repeat purchase to long-term commitment. This process is also influenced by external factors such as social, cultural and psychological ones which are examined and discussed in this course. The theories behind various concepts and models are also outlined.</p> | | | | |
| Learning Outcomes | <p>Upon course completion, students will be able to fulfill the following learning outcomes:</p> <ul style="list-style-type: none"> • Acknowledge the importance of identifying the needs and wants of consumer segments through consumer research. • Acquire an in - depth understanding and explain internal consumer influences such as consumer personality, perceptions, lifestyle, knowledge, values and attitude formation on products and services. | | | | |

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| | <ul style="list-style-type: none"> • Demonstrate understanding of how external influences, such as sociocultural factors affect consumer decisions and activities during their purchasing decision-making process. • Describe and discuss the steps in the consumer purchasing process and ultimate behavior. • Recognize how critical is to thoroughly examine consumer decision-making process to formulate sound marketing programs and strategies. • Acknowledge ethical and socially responsible issues related to consumer behavior. • Complete a group project by implementing concepts, theories and tools of consumer behavior in a specific real business situation and develop a report suggesting effective marketing strategies. | | |
| Prerequisites | ALL COMPULSORY COURSES | Required | |
| Course Content | <p>Session 1: Understanding the fundamentals of consumer behavior</p> <ul style="list-style-type: none"> • The consumer in the 21st century and the influence of digital media • Consumer behavior and the marketing concept • Creating customer value, satisfaction and retention • Consumer research, market segmentation and strategy <p>Session 2: The Consumer Part I</p> <ul style="list-style-type: none"> • Consumer motivation and needs • Consumer personality, values and lifestyle • Consumer perceptions • Consumer learning and behavioral learning theories • <p>Session 3: The Consumer Part II</p> <ul style="list-style-type: none"> • Consumer attitude formation and change • Family and Reference groups • Social class • Culture and subcultures • Building "appealing" and integrated communication programs and strategies <p>Session 4: The Consumer's Decision-Making process</p> <ul style="list-style-type: none"> • Different levels of consumer decision making process | | |

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| | <ul style="list-style-type: none"> • Consumer decision making outcomes • Ethical and socially responsible issues related to consumer behavior |
| Teaching Methodology | Lectures, articles, press-releases and other material given in class; discussion and analysis of case studies for students to receive feedback and resolve questions; oral presentations; quizzes; video watching; group project. |
| Bibliography | <p>Lecture notes provided by the instructor</p> <p>Books:</p> <ul style="list-style-type: none"> • Solomon, Michael R. (2017). <i>Consumer Behavior</i>. (12th edition), New Jersey: Pearson Higher Education. <p>Articles</p> <ul style="list-style-type: none"> • Short articles and case studies on contemporary marketing issues (e.g., Marketing News/Marketing week, Advertising Age, Harvard Business Review) <p>Supplementary reading material to be provided by the instructor</p> |
| Assessment | <p>Class participation (10%)</p> <p>Case study analysis and quizzes (in class) (10%)</p> <p>Group Project (25%) and Presentation (5%)</p> <p>Final Exam (50%)</p> |
| Language | English |