MAR303	**Consumer Behavior** **- Course paper** **- School exam**	**7,5 Norwegian Credits,** **3 US Credits or** **7,5 ECTS**

English	**3rd year of the bachelor program in business administration – advanced programme in marketing** **3rd year of the Bachelor in Dynamic Web Design** **2nd year of the bachelor program in Tourism Management and Entrepreneurship**	**FALL**

1. OBJECTIVE

The course is designed to be an introduction to the study of consumer behavior. The field of consumer behavior is multidisciplinary. Principles and frameworks from various disciplines including psychology, social psychology, anthropology and economics are used to describe and explain consumer behavior. The primary objectives of the course are to increase the understanding of consumer behavior concepts and help to think about them from a managerial perspective. From managerial perspective, a marketing manager needs knowledge of consumer behavior in order to develop, evaluate, and implement effective marketing strategies. Thus, the course will focus on learning about both the theoretical concepts of consumer behavior as well as the application of these concepts in marketing strategy and decision making. Through several in-class examples, cases it will be determined how companies can utilize the concepts of consumer behavior in new product development and the design of advertising campaigns.

The goals of the course are:

- to learn the key concepts and theories of consumer behavior
- to develop the intellectual availability to identify applications of these concepts and theories and to apply their in developing viable marketing strategies
- to develop a set of skills important to successful performance in managerial positions. These include managing a reasonably complicated and ill-defined project, working in groups, and develop effective oral and written presentation skills.

2. CONTENT

- affect and cognition
- consumers' product knowledge, means-end-chains, and involvement
- attitudes and MAM
- consumer decision making
- conditioning and learning processes
- market segmentation and product positioning
- product strategy and customer satisfaction
- ELM modell
- Market communication implications

3. STUDY METHOD

Theory, models and methods will be presented in the special sections. The course is conducted through lectures (including intensive seminar(s)), discussion and group/individual presentations of case studies. The students are expected to read the assigned material and actively participate in class discussion, team projects presentations, and a variety of writing and research assignments. Working in teams is an important part of the course. The students work in small groups preparing material and develop specialist contribution to writing assignments and presentations. Students are

encouraged to use the college's computing facilities to complete their assignments/projects. The computer labs provide support for word processors, spreadsheets, database, writing style checkers, and presentation graphics. Internet and e-mail access are available in the labs. The students are also encouraged to use the library and other on-line resources to supplement readings and to complete assignments. Students that have laptops can access the above resources through the college's wireless network.

4. ASSESSMENT

Course paper: Theories and models are applied on practical marketing management decisions problems related to consumer behavior**.** Your performance will be evaluated on an individual basis or as a group up to 4 students. Group members all will receive the same grade on a group project. The paper/project counts 50% of the final grade.

Final Exam: Individual, 3 hour exam will count 50% of the grade.

The examination paper will only be given in English, but the examination answer can be given in Norwegian or English.

The grades are described below**.**

Grade	Description	Qualitative description of valuation criteria
A	Excellent	An excellent performance, clearly outstanding. The candidate demonstrates excellent judgement and a high degree of independent thinking.
B	Very good	A very good performance. The candidate demonstrates sound judgement and a very good degree of independent thinking.
C	Good	A good performance in most areas. The candidate demonstrates a reasonable degree of judgement and independent thinking in the most important areas.
D	Satisfactory	A satisfactory performance, but with significant shortcomings. The candidate demonstrates a limited degree of judgement and independent thinking.
E	Sufficient	A performance that meets the minimum criteria, but no more. The candidate demonstrates a very limited degree of judgement and independent thinking.
F	Fail	A performance that does not meet the minimum academic criteria. The candidate demonstrates an absence of both judgement and independent thinking.

5. LITERATURE

J. P. Peter & J.C. Olson (2010), *Consumer Behavior and Marketing Strategy*, McGraw-Hill.

Articles to be announced