

Title:	Consumer behaviour
Lecture hours:	15
Study period: (summer/winter)	Summer or winter
Number of credits:	4
Assessment methods:	Written exam and presentation on the chosen consumer behaviour's factor or phenomenon
Language of instruction:	English
Prerequisites:	Communicative knowledge of English
Course content:	<ul style="list-style-type: none"> - Consumer behaviour as a science, connections with consumer psychology, social psychology and behavioral economics - Which factors can explain behavior in the marketplace? - Financial Decision Making - Perception, learning and memory - Brand personality, relations between consumers and brands - Social influence - Cultural Influences - Household Decision Making - How consumption changes during one's life cycle - Social structure and consumption
Learning outcomes:	After completing the course the student will know some basic terms, models and concepts connected with consumer behaviour. They will use them to understand, characterise and predict consumer behaviour. The student will be able to relate personality and motivation to the choices consumers make as well as to assess the components and stages of the individual and group decision-making process. The student is supposed to develop skills in analysing some socio-cultural factors of consumer behaviors.
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Literature:	Bachnik K., Consumer behaviour: implications for marketing; Warszawa: Warsaw School of Economics, 2016 Being human in a consumer society; ed. by Alejandro Néstor Garcia Martínez; Farnham: Ashgate, 2015. Featherstone M., Consumer culture and postmodernism; London: SAGE, 2004.
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