



SYLLABUS “CONSUMER BEHAVIOR”

Basic details of the subject:	
Faculty:	Faculty of Economics
Course:	Consumer Behavior
Program:	International Management
Level:	Bachelor
Status:	Obligative
Academic year:	2022/23
No. of lectures:	2+2
ECTS:	5
Time/ location:	Faculty of Economics
Professor:	Prof. Asoc. Dr. Nerimane Bajraktari
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Course description:	<p>Consumer Behavior is a subject that studies why and how consumers make certain decisions and how their behaviors change under the influence of certain factors. The subject focuses heavily on the influence of the consumer's psychological factors, external environment factors, and the situation in which the customer may be faced whenever he or she decides to buy something.</p>
Course Aims:	<p>Furthermore, it should be noted that the subject does not only study the act of purchase but also it studies the process before and after the purchase, even examines how possession or lack of things can affect consumer behavior in general. Consumer behavior creates an opportunity to better understand why consumers choose certain products and companies, what is happening in the business world, why someone is successful and someone does not. If companies have information on what factors affect consumers' behavior and how they affect them, then they can adjust better products and services to customers. This serves as a first step in policy making and taking the right decisions in Marketing. The course provides the most advanced model for understanding consumer decision making, which serves as a program for the success of business in the market economy and in the time of hyper-competition.</p>
Learning Outcomes:	<p>Upon completion of this course, students will be able to:</p> <ol style="list-style-type: none">1. To recognize the importance of consumer behavior and the use of this knowledge in favor of businesses,2. Get to know the process of consumer's decision making,3. To know the individual factors that determine consumer behavior,



	<p>4. To recognize the environmental impact on consumer behavior, 5. To know the Impact on Consumer Behavior. 6. To explain and analyze the links between individual and organizational consumer behavior</p>		
Student's workload for the subject			
Activities	Hours	Days/weeks	Total
Lectures	2	15	30
Exercise theoretical/laboratory	2	15	30
Practice work	1	3	3
Contact with lecturer/consultations	1	15	15
Field exercises	1	3	3
Mid-terms, seminars	2	2	4
Homework	1	13	13
Individual time spent studying (at the library or home)	1	15	15
Final preparation for the exam	1	10	10
Projects, presentations, etc.	2	1	2
Total			125 hours (5 ECTS)
Teaching Methodology:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam (colloquium), exams.		
Evaluation Criteria:	Regular and active attendance: 10%, Midterm exam (colloquium): 20%, Course project: 10%, Final exam: 60%.		
Literature			
Main Literature:	<p>Semiha Loca, Sjellja konsumatore, 2012 Vjollca Bakiu, Sjellja konsumatore, 2010. Artan Xh. Duka, Sjellja konsumatore, 2009. Michael Solomon, Gary Bamossy, Soren Askegaard, Margaret K. Hogg – Consumer Behaviour, 2006. Roger D.Blackwell, Paul W. Miniard, James F.Engel – Consumer Behavior, 2006. Williams L. Wilke, Consumer Behavior,, 1986. Kotler & Armstrong (2008). <i>Principles of Marketing</i>. Kotler & Armstrong (2013).Parimet e marketingut. Botimi I 13.Tiranë.</p>		

Teaching Plan:		
Weeks	Lecture/Topic	Excercises
<i>First week:</i>	Introduction to consumer behavior. Basic principles, understanding and evolution of consumer behavior	Distribution of the semestral project topics.
<i>Second week:</i>	Studying consumer behavior and its perspective	Quizzes and case studies related to the topic of the first week lecture.
<i>Third week:</i>	Culture and Subculture	Quizzes and case studies related to the topic of the second week lecture.
<i>Fourth week:</i>	The demographic and social class	Quizzes and case studies related to the topic of the third week lecture.
<i>Fifth week:</i>	Referene Group And Family References.	Quizzes and case studies related to the topic of the fourth week lecture.
<i>Sixth week:</i>	Communication within groups and the dissemination of novelties	Quizzes and case studies related to the topic of the fifth week lecture.
<i>Seventh week:</i>	Perception	Quizzes and case studies related to the topic of the sixth week lecture.
<i>Eighth week:</i>	First intermediate evaluation Consultation	Quizzes and case studies related to the topic of the third week lecture.
<i>Ninth week:</i>	Learning and memory	Quizzes and case studies related to the topic of the third week lecture.
<i>Tenth week:</i>	Motive, personality and emotion	Quizzes and case studies related to the topic of the third week lecture.
<i>Eleventh week:</i>	The attitude and style of life	Quizzes and case studies related to the topic of the third week lecture.
<i>Twelfth week:</i>	Decision-making and Stages (Knowing the Problem)	Quizzes and case studies related to the topic of the third week lecture.
<i>Thirteenth week:</i>	The process and stages of the decision-making (The information search process (ISP)	Quizzes and case studies related to the topic of the third week lecture.
<i>Fourteenth week:</i>	Stages of the decision-making process (Alternative Assessment and Purchasing) SDMP (After Purchase)	Quizzes and case studies related to the topic of the third week lecture.
<i>Fifteenth week:</i>	Presentation of the semester projects.	Quizzes and case studies related to the topic of the third week lecture.

Academic Policies

- Absence will affect the final grade. The policy is straightforward: If you are absent or negligent, you are responsible for what you have missed.
- Students are required to respect the schedule of lectures and be attentive during the lessons.
- It is mandatory to have books, when in lessons.
- Students must be active and cooperative because the book assigned for the course requires interactive learning and as such seeks continuous collaboration and interaction between teachers, students, books, and technology equipments.
- The cooperative environment during the lectures and exercises is primary demand in achieving the objectives and goals set forth in this syllabus.



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- No usage of phones during the classes and tests/final exam.
 - Finally yet importantly, full respect for universally recognized academic policies and standards (The Bologna System).