

COURSE OUTLINE

COURSE TITLE	CONSUMER BEHAVIOUR	CODE:
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YEAR OF STUDY	OF	2	SEMESTER	1	COURSE STATUS (C-COMPULSORY/O-OPTIONAL/E-ELECTIVE)	C
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NUMBER OF HOURS PER WEEK				HOURS PER SEMESTER	TOTAL NUMBER OF SELF-STUDY HOURS*	CREDITS	TYPE OF ASSESMENT (MT-mid-term, OE-oral exam, E-exam, M-mixed)	LANGUAGE OF TEACHING
C	S	L	Pr.					
2	2			56		5	MT+E	ENG

COURSE COORDINATOR	ACADEMIC TITLE, FIRST NAME, LAST NAME	DEPARTMENT
	LECT. DR. ADRIANA MANOLICA	EACSI

PRE-REQUISITE COURSES	Marketing
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OBJECTIVES	<ol style="list-style-type: none"> 1. To assimilate knowledge concerning consumer behavior 2. To create skills for observing, analyzing and finding solutions for consumer behavior issues. <p>Skills:</p> <ul style="list-style-type: none"> - To accomplish a research concerning the buying process. - To communicate and speak in public. - Team work
COURSE OUTLINE	<ol style="list-style-type: none"> 1. The importance of understanding consumer behavior. 2. The buying process. 3. The internal and external influences on buying behavior 4. Consumer behavior on service market. 5. The organizational consumer behavior. 6. The new trends on consumer behavior.
SEMINARS/LABS TOPICS	<ol style="list-style-type: none"> 1. The association test 2. Brand personality test 3. Consumer behavior research and the presentation of the results.
TEACHING METHODS	Interactive course

COMPULSORY BIBLIOGRAPHY (SELECTIVE)	<ol style="list-style-type: none"> 1. Prutianu, St., s.a., <i>Inteligenta marketing plus</i>, Ed. Junimea, Iasi, 1998. 2. Blythe, J., <i>Comportamentul consumatorului</i>, Ed. Teora, Bucuresti, 1998. 3. Foxall, G., <i>Consumer psychology for marketing</i>, ITB Press London, 1998 4. Dubois, B., <i>Comprendre le consommateur</i>, Dalloz, Paris, 1991. 5. Peter, J. Paul, <i>Understanding Consumer Behavior</i>, Boston, 1994
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ASSESSMENT	terms	50% of the final degree represents MT (mid term) eval.
	criteria	
	types	Exam: 50 questions + classical eval.
	Final grade formula	50% MT +50%exam