

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	BUSINESS AND ECONOMICS		
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION		
<b>DIVISION</b>	BUSINESS ADMINISTRATION		
<b>LEVEL OF STUDY:</b>	Undergraduate		
<b>COURSE UNIT CODE:</b>	<b>1108663</b>	<b>SEMESTER OF STUDY</b>	6
<b>COURSE TITLE:</b>	Consumer Behavior		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures - Project Work		4	4
<b>COURSE UNIT TYPE:</b>	Specialisation Course		
<b>PREREQUISITES :</b>			
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	Greek		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	Yes		
<b>MODULE WEB PAGE (URL)</b>	<a href="http://moodle.teipir.gr/course/view.php?id=114">http://moodle.teipir.gr/course/view.php?id=114</a>		

### 2. LEARNING OUTCOMES

#### Learning Outcomes

The aim of this course is to introduce students to the philosophy and principles of Consumer Behavior as well as to provide them with the underlying principles and techniques of Consumer Behavior with emphasis on their application to organizations.

By the end of this course, student should be able to:

- Illustrate the contemporary approaches to the study of consumer behaviour.
- Explain the theoretical concepts pertaining to consumer psychology.
- Understand the role of consumer behavior in marketing.
- Understand the essence of how consumers make decisions and assess the relevant implications for marketing practitioners.
- Identify qualitative and quantitative methods of measuring consumer behavior.
- Understand the managerial significance of studying Consumer Behavior in a competitive marketplace and how Consumer Behavior can be located within a broader framework of marketing and business strategy.

#### General Skills

- Teamwork
- Search, analysis and synthesis of data with the use of new technologies
- Decision-making
- Planning and management of projects

### 3. COURSE CONTENTS

The course is organized around topics such as:

- Introduction to Consumer Behavior.
- Fundamental principles and concepts of consumer behavior.
- Models of consumer behavior.
- External influences consumer behavior.
- Sign in consumer behavior with marketing.
- Consumer behavior and marketing strategy.

- Procedures for making purchasing decisions.
- Theory and methods of segmentation of the consumer market.
- Stadiums making purchasing decisions.
- Modern methods of analysis of consumer behavior based on the characteristics of products and services.
- Consumer satisfaction.
- Consumer behavior towards innovation.
- Factors influencing consumer behavior.
- Perception, learning and attitudes of consumers.
- Demographic characteristics of the consumer.
- The importance of information in the study of consumer behavior.
- Satisfaction - consumer dissatisfaction.
- Indicators of consumer satisfaction.
- Consumer protection.

#### 4. TEACHING METHODS - ASSESSMENTS

<b>MODE OF DELIVERY</b>	In-Class												
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	<p><b>Use of ICT in Teaching:</b> Google Drive, ORLAB EU, MUSA (Multicriteria Satisfaction Analysis), SPSS, Word Processing, Presentations, Spreadsheets, Support of the learning process through the e-class platform (Moodle). Office 365.#</p> <p><b>Use of ICT in Communication :</b> Email, Course Website, Lecturer Website, Social Networks (Facebook, Twitter)</p>												
<b>TEACHING METHODS</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Method description</i></th> <th style="text-align: center;"><i>Semester Workload</i></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Lectures</td> <td style="text-align: center;">26</td> </tr> <tr> <td style="text-align: center;">Class work/Workshop</td> <td style="text-align: center;">26</td> </tr> <tr> <td style="text-align: center;">Preparation of Group Project</td> <td style="text-align: center;">14</td> </tr> <tr> <td style="text-align: center;">Independent and Directed Learning</td> <td style="text-align: center;">34</td> </tr> <tr> <td style="text-align: center;"><b>Total</b></td> <td style="text-align: center;"><b>100</b></td> </tr> </tbody> </table>	<i>Method description</i>	<i>Semester Workload</i>	Lectures	26	Class work/Workshop	26	Preparation of Group Project	14	Independent and Directed Learning	34	<b>Total</b>	<b>100</b>
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<b>ASSESSMENT METHODS</b>	<p><b>Language Assessment:</b> Greek</p> <p><b>Final Examination (50%) (Summative Evaluation)</b> includes: Multiple choice questions or true/false questions. Short answer questions and problems solve. The examination would take place with open books and notes.</p> <ul style="list-style-type: none"> <li>▪ <u>Evaluation Objective:</u> To understand the fundamentals of the course.</li> <li>▪ <u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</li> </ul> <p><b>Group Project (40%) (Summative Evaluation):</b> Measuring Consumer Behavior Survey.</p> <ul style="list-style-type: none"> <li>▪ <u>Evaluation Objective:</u> To examine students' skills in Consumer Behavior Survey and to enhance students' teamwork skills.</li> <li>▪ <u>Evaluation Criteria:</u> Criteria for process might include things like: adoption of group roles and responsibilities, development of negotiation and leadership skills, demonstration of creative problem solving, responsiveness to feedback from group members,</li> </ul>												

	<p>evidence of conflict management and resolution, evidence of reflective listening, appropriate organisation and time management, commitment to group processes, extent of contribution (e.g. gathering and researching information, preparing written reflections), written report, oral presentation, portfolio, design, performance).</p> <p><b>Oral Presentation of Group Project (10%):</b></p> <ul style="list-style-type: none"> <li>▪ <u>Evaluation Objective:</u> The oral presentation of teamwork project.</li> <li>▪ <u>Evaluation Criteria:</u> The use of professional presentation software, conclusions and recommendation, the language use, correct tone, the completeness of answers to questions</li> </ul> <p>Evaluation criteria are explicitly referred on the site of the course for each learning activity.</p>
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## 5. RESOURCES

### - Recommended Book :

#### In Greek

- Baltas G., Papastathopoulou, P., (2013) Consumer Behaviour: Principles-Strategies-Applications, Rosili Publishing. (In Greek).
- Siomkos G.,(2011), Consumer Behavior and Marketing Strategy, Stamoulis Publishing. (In Greek).
- Magnisalis, K. (1997), Behavior Consumer, Interbooks Publishing. (In Greek).

#### In Foreign Language

- Blackwell, R.D., Miniard, P.W., Engel, J.F. (2001). Consumer Behavior (9th edition). Fort Worth: Harcourt College Publishers.
- Hawkins I. Del et al, (2004), Consumer Behavior – Building Marketing Strategy, 9<sup>th</sup> Edition, Boston: Mc Graw Hill-Irwin.
- Hoyer W. D., Macinnis D. J., (2009), Consumer Behavior, fifth edition, South Western, USA.
- Martin Evans, Gordon Foxall and Ahmad Jamal, Consumer Behaviour, John Wiley and Sons Ltd, 2009.
- Peter P.J., Olson J., Grunert G.K., (1999), Consumer Behavior and Marketing Strategy, European Edition, McGraw Hill
- Schiffman G. L., Kanuk L. L.O (2004), Consumer Behavior, Englewood Cliffs, NJ: Prentice Hall
- Solomon M., Bamossy G., Askegaard S., (2002), Consumer Behavior: A European Perspective, 2nd Edition, Financial Times, Prentice Hall.
- Solomon, M., (2007), “Consumer Behavior: Buying, Having and Being”, Fifth edition, Pearson International Edition.

#### Internet resources:

- <http://www.efpolis.gr>
- <http://www.kepka.org>
- <http://www.synigoroskatanaloti.gr>
- <http://www.ekpizo.gr>
- <http://www.inka.gr>
- <http://www.biozo.gr>
- <http://www.beuc.org>
- <http://ec.europa.eu/consumers>
- <http://www.consumersinternational.org>
- <http://www.anec.eu>

- <http://pomek.gr>
- <http://www.newinka.gr>

**Selected articles from the following journals:**

- Journal of Consumer Research.
- Journal of Consumer Marketing – Emerald.
- International Marketing Review - Emerald.
- International Journal of Consumer Studies – Wiley.
- Journal of Consumer Behaviour – Wiley.
- Journal of Consumer Psychology – Elsevier.

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