



- * Level 1: Tutorial support sessions, materials and exams in this language
- * Level 2: Tutorial support sessions, materials, exams and seminars in this language
- * **Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language**

Faculty of Business Economics Academic Year 2019/2020	
1. COURSE BASIC INFORMATION	
COURSE NAME: Consumer Behaviour	CODE: 5.01.05. E035
LANGUAGE: english	LEVEL: 3
YEAR:IV	SEMESTER:VII
ECTS CREDITS:6	
2. LECTURER BASIC INFORMATION:	
NAME:doc.dr. Lordan Iličić e-mail: lordan.ilicic@gmail.com LANGUAGE: english	
LEVEL:3	
Course goals:	The main objective of the course is to provide students with useful theoretical insight into the behavior of consumers and to point out the importance of understanding them and applying them in practice. Consumers' behavior is part of human behavior and as such is a highly complex, dynamic and interesting field of scientific research. Understanding how consumers behave, why and how to buy, use and dispose of products, are the key marketing tools in order to create a marketing strategy and to gain a competitive edge.
Competencies/learning outcomes	After passing this exam, students will have knowledge about the know-how on consumer behavior and use it as data for marketing plans
Skills	By passing this exams the students will gain skills in the field of consumer needs, segmentation and influence in process of decision making
Content description:	1.INTRODUCTION IN CONSUMERS BEHAVIOUR 2.RESEARCH OF CONSUMERS AND SEGMENTATION OF THE MARKET 3.MOTIVATION OF CONSUMERS 4.PERCEPTION AND CONSUMER MANAGEMENT 5.REALING AND MIGRATION OF CONSUMERS-CREATING AMENDING ATTITUDE OF CONSUMERS 6.COMMUNICATION AND BEHAVIOR OF CONSUMERS 7.DECISION OF CONSUMER-MAKING DECISION 8.MODEL OF DECISION MAKING FOR CONSUMER 9.BEHAVIOUR OF ORGANISATIONAL CONSUMER 10.CONSUMERISM
Teaching methodology	
Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion	
Assessment methodology	
a) Full time students	b) Part-time students
1. Written Test 1 (the first 50% of the content)30 points	1. Written Test 1 (the first 50% of the content)30 points
2. Written Test 2 (other 50% of the contenst).....30 points	2. Written Test 2 (other 50% of the contenst).....30 points
3. Lecture and practical classes (attendance and activity).....20 points	3. Case study/Seminar paper.....30 points
4. Practical classes (case study/presentaton).....20 points	4. Presentation of activity 3.....5 points
Total :.....100 points	5. Attendance at one of the lectures.....5 points
	Total :.....100 points

NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.

BOOKLIST:

Main booklist:

1. KESIC, T. "BEHAVIOUR OF CONSUMER", AMENDED AND COMPLETED EDITION, OPINION, ZAGREB, 2006

SUPPLEMENTARY:

2. Evans, M., Jamal, A., Foxall, G., Consumer Behaviour, Wiley, 2009.
3. Blackwell, R. D., Miniard, P. W., Engel, J. F., Consumer Behavior, Thomson/South--Western, 2006.
4. Wright, R., Consumer Behaviour, Thompson Learning, London, UK, 2006.
5. Peter, J. P., Olson, J. C., Consumer Behavior and Marketing Strategy, McGraw-Hill/Irwin, Boston, MA, 2005.
6. Schiffman, L. G., Kanuk, L. L., Consumer behaviour, Mate, Zagreb, 2004.